◆ VOL. 6 NO. 7

JUNE, 1936

AUTOMATIC WORLD

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MANY OTHER FEATURES

Entered as second-class matter June 19, 1931, at the Post Office at
Fort Worth, Texas, under the Act of March 3, 1879

Go to bat with

Major Series

BASEBALL FOR EVERY COUNTER!

Knock Out Real Profits All Summer Long

RMC

MAJOR SERIES is made to order for every operator in the business today. No matter what else you're operating, you can easily place a string of MAJOR SERIES throughout your territory—and clean up a nice run of profits all summer long.

MAJOR SERIES is real baseball—the surest appeal you could pick for the next several months.

MAJOR SERIES is a SKILL game—making it good for every location . . . in every territory!

MAJOR SERIES is a simple (all mechanical action). And convenient in size—making it a pleasure to handle and operate—and assuring it a place on every counter in your territory!

MAJOR SERIES is priced so low that you can place these great little games everywhere—wherever there is a counter—and make good lively profits from every spot!

Now's the time to see your Rock-Ola Distributor for MAJOR SERIES!

MANUFACTURED BY
Rock-Ola Mfg. Corporation
800-876 North Kedzie Avenue
Chicago, Illinois, U.S.A.

$17.50
1 or 100

Distributed in the Southwest By
ELECTRO BALL CO., Inc.
Main Office—1200 Camp St.
DALLAS, TEXAS

BRANCH OFFICES
New Orleans, Louisiana
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Waco, Texas
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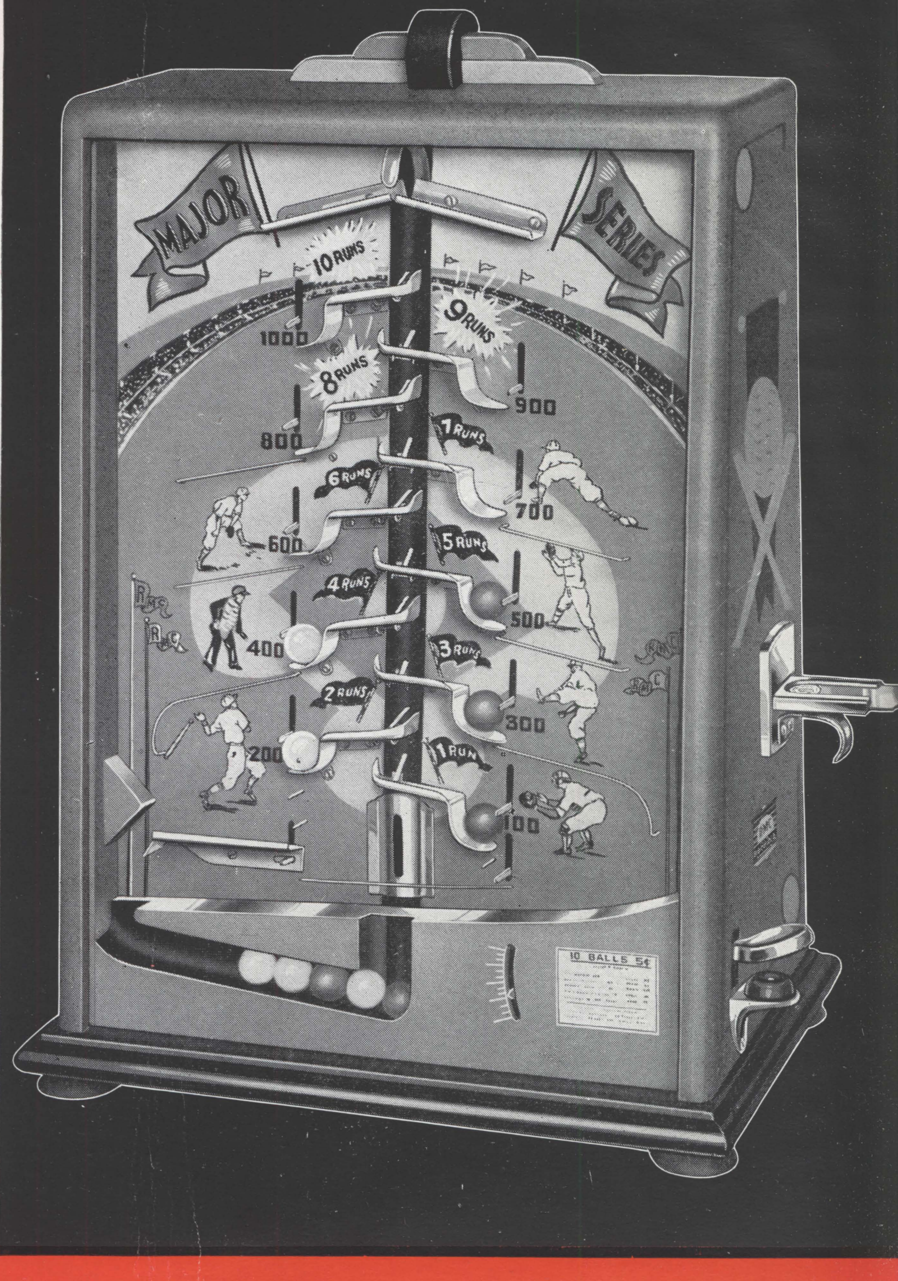


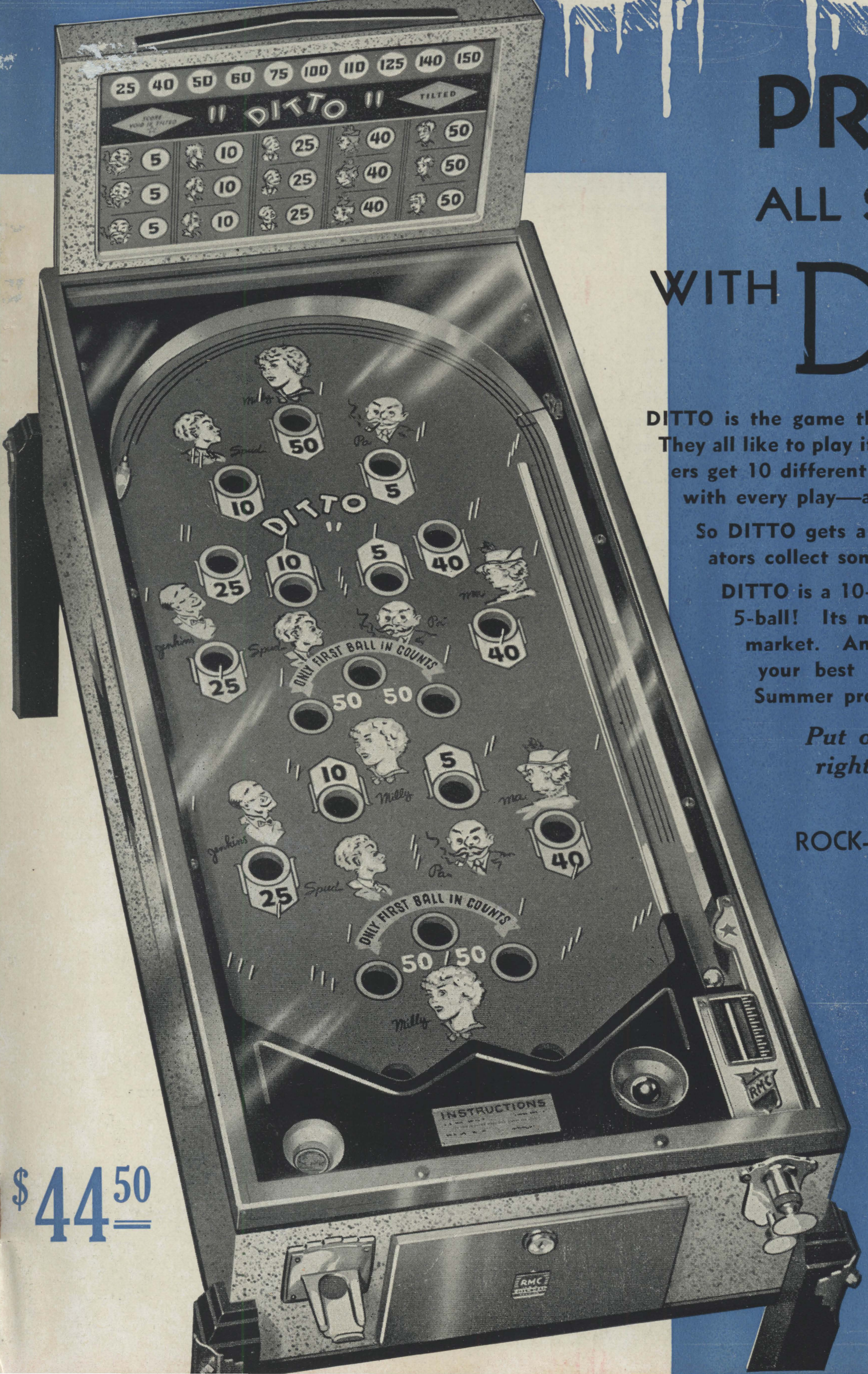
YOU'LL KEEP MAKING BIG . .

COOL

PROFITS..

ALL SUMMER LONG

WITH DITTO


25 40 50 60 75 100 110 125 140 150
"DITTO"
TILTED
5 10 25 40 50
Milly
Spud
Pa
Ma
Jenkins
DITTO
ONLY FIRST BALL IN COUNTS
50 50
INSTRUCTIONS
RMC

DITTO is the game that brings out the whole family. They all like to play it. It's fun. It's entertaining. Players get 10 different numbers to shoot for—different with every play—and they have 1000 ways to win!

So **DITTO** gets a big play all summer—and operators collect some nice cool summer profits!

DITTO is a 10-ball table with the fast play of a 5-ball! Its mechanism is the simplest on the market. And it's priced low. All in all, it's your best bet for Summer operating and Summer profits!

Put out some more DITTOS right away!

$44.50

MANUFACTURED BY:
ROCK-OLA MFG. CORPORATION
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RMC

DISTRIBUTED IN THE SOUTHWEST BY
ELECTRO BALL CO.
INCORPORATED
Main Office—1200 Camp Street
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BRANCH OFFICES:
New Orleans, La.
San Antonio, Texas
Waco, Texas
Fort Worth, Texas
Wichita Falls, Texas
Memphis, Tennessee
Houston, Texas
Oklahoma City, Okla.

AND NOW COMES SUMMER

with BETTER Scale Collections than ever . . . !

You can't beat the good old summer time for scale collections. Pennies are on the loose—and scales are getting every bit of their share—and more!

Naturally, you can't make a success of any business unless you use the best equipment. This is especially true of the scale business. You need the very best scale you can buy.

You need the LoBoy—America's best scale value! And it's best for these reasons:

- Size 44 inches high, 10 inches wide. Platform is 10 in. by 18½ in.
- Cast iron column and base.
- Triple coated with non-scratching genuine porcelain enamel.
- Spring-less platform.
- Clog-proof coin chute with basket trip.
- 3 colors—Green, White and Blue.
- Assembled by specialized Scale craftsmen.
- 5 years written guarantee.

LOBOY
PERSONAL WEIGHT

Get Started Now While Scale Collections are the Highest. Order Your LoBoys Today!

$39.50

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Bally's MULTIPLE

STILL BREAKING PROFIT RECORDS!

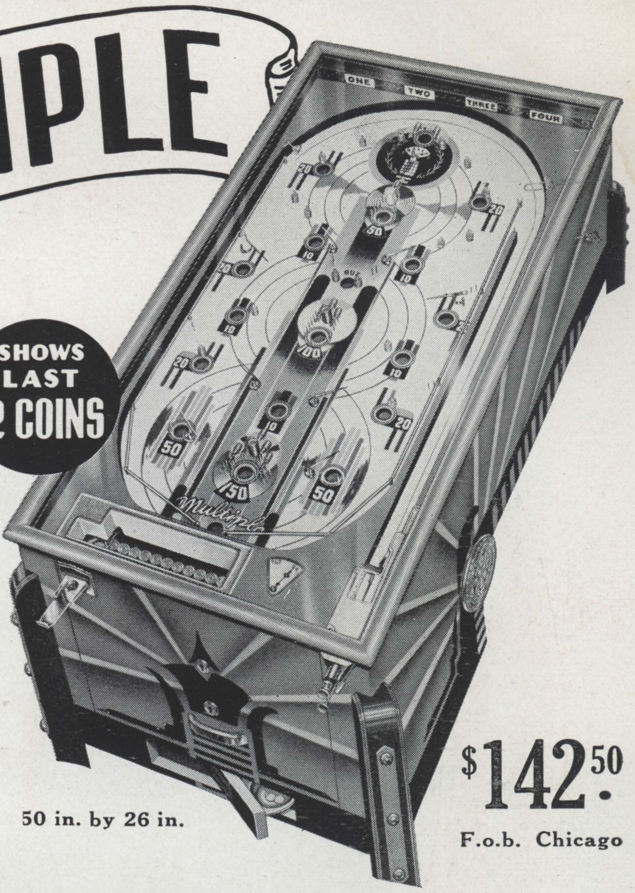
THE fastest money-maker in the Multiple-Chute 1-SHOT PAYOUT class! MULTIPLE is bringing slow spots back to life with a bang—and turning locations into $75.00 to $200.00 WEEKLY PROFIT gold mines!

It's the exclusive ODDS-BOOSTER feature that gets 'em! MULTIPLE operates on 1, 2, 3 or 4 nickels—automatically MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED! Can be played by 1 to 4 PLAYERS and ALL 4 PLAYERS COLLECT on winners! Or one player plays 4 to 10 coins in order to get ODDS-BOOSTER LIGHT, which BOOSTS ALL POCKETS to 50, 100 or 150. They can't resist those ODDS-BOOSTER LIGHTS—and how the profits pile up!

VISIT THE
TEXAS
CENTENNIAL
EXPOSITIONS

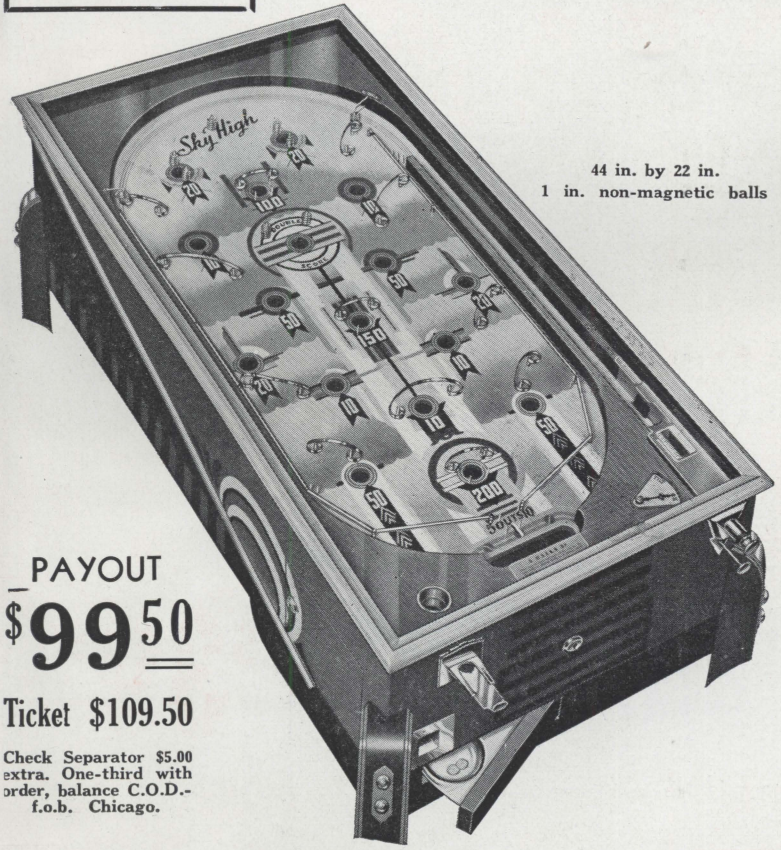
Many MULTIPLES earn cost first week! Get your share of biggest profits in history! Order today!

SHOWS LAST 12 COINS



50 in. by 26 in.

$142.50
F.o.b. Chicago



44 in. by 22 in.
1 in. non-magnetic balls

PAYOUT
$99.50

Ticket $109.50

Check Separator $5.00 extra. One-third with order, balance C.O.D.-f.o.b. Chicago.

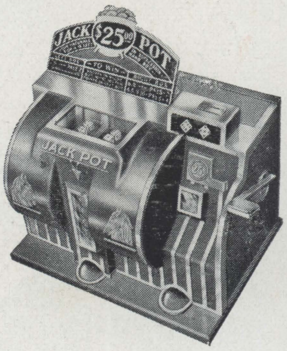
SKY-HIGH GIVES 5-BALL PLAY WITH 1-SHOT APPEAL

THE famous "Jumbo-style" 1-shot layout—$2.00, $1.50 and $1.00 in a row, any one of which can be made with one ball. This "island of 1-shot winners" is surrounded by a sparkling sea of additional awards which can be made with 2 to 5 balls. DOUBLE SCORE pocket doubles all awards made BEFORE or AFTER hitting DOUBLE SCORE! And the OUT-HOLE AWARD insures red-hot suspense to the very last split-second of play.

SKY-HIGH is beautiful, fast and a MONEY-MAKER! Get going today!

RELIANCE *PAYOUT DICE GAME*

IT REALLY "rolls the bones" with GENUINE TRUE DICE! Duplicates every dice play known! Smart operators — those who make it a habit to consistently pick winners —call RELIANCE the greatest money-maker in 40 years! UNIVERSAL PLAYER APPEAL! A few RELIANCE machines will put you on Easy Street. Rush your order today! PRICE $119.50 FOR THE NICKEL MODEL — $124.50 FOR THE QUARTER MODEL, F.O.B. CHICAGO. 15½ IN. BY 11½ IN.

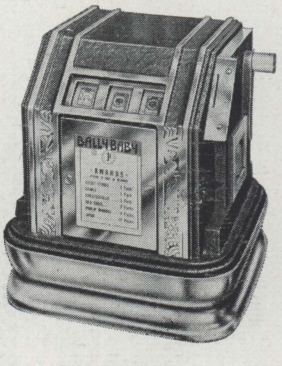


BALLY BABY

THE WORLD'S SMALLEST COUNTER GAME

NEW NUMBERS GAME added to BALLY BABY pays big 400 to 1 odds. Just use last 3 figures in Treasury Balance report in daily newspaper, or any 3 figures picked at random, as daily winning number. BALLY BABY is also equipped with PENNY CIGARETTE PLAY and 5-10-25 CENT TRADE STIMULATOR reels. 3 MACHINES FOR PRICE OF ONE! A gold mine any 3 ways! COMPLETE WITH INTERCHANGEABLE REELS, COIN-CHUTE CAPS, ETC., ONLY $17.50 F.O.B. CHICAGO.

NOW 3 MACHINES
For the Price of One!



Bally Payout Pin Games Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th Street, New York, N. Y.

FIRST

IN THE WORLD
IN PIN GAMES

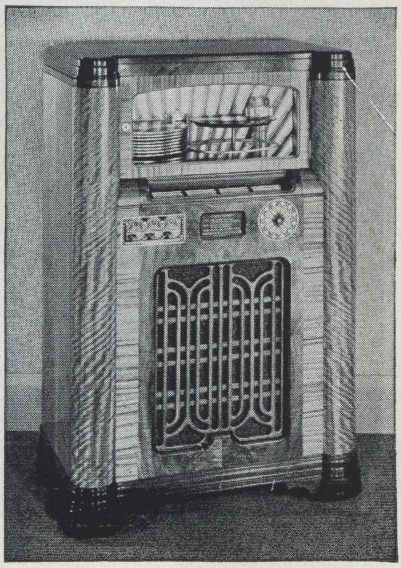
and now

FIRST

IN THE WORLD IN
AUTOMATIC MUSIC

MODERN VENDING COMPANY

656 BROADWAY
NEW YORK, N. Y.

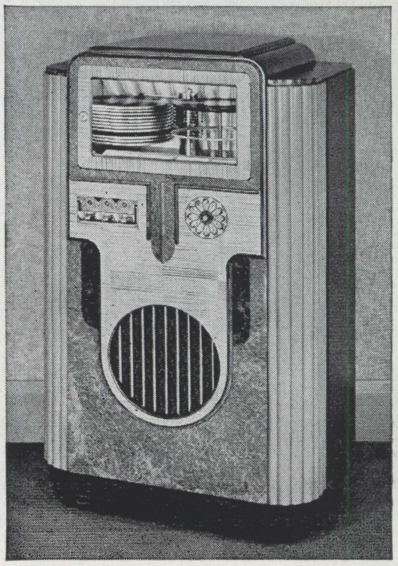


WURLITZER SIMPLEX
MODEL No. 412

★

THE
NEW
1936
MODELS

★

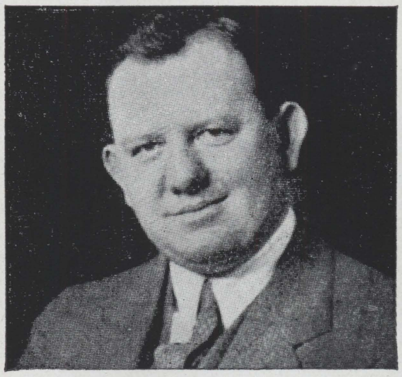


WURLITZER SIMPLEX
MODEL No. 312

A MODERN PRODUCT IS ALWAYS A WINNER

MODERN *Sets a new Standard*

—for the entire coin machine industry by placing the largest individual order in history for 2,000 of the new, 1936 Wurlitzers exceeding in cost $500,00.00.

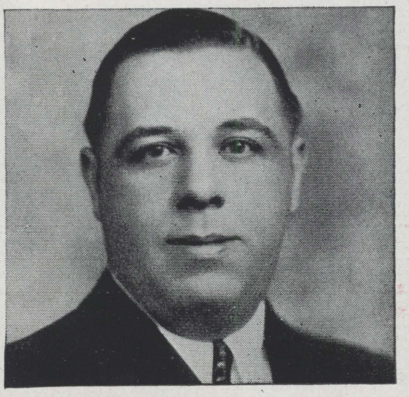


HOMER E. CAPEHART

Vice-President of The Rudolph Wurlitzer Mfg. Company, to whom go the laurels for completing this greatest sales achievement in music machine history.

J. A. DARWIN

Special Representative of the Rudolph Wurlitzer Mfg. Company, who negotiated the deal with Modern Vending Company which brought about their leadership in the coin operated musical instrument field.

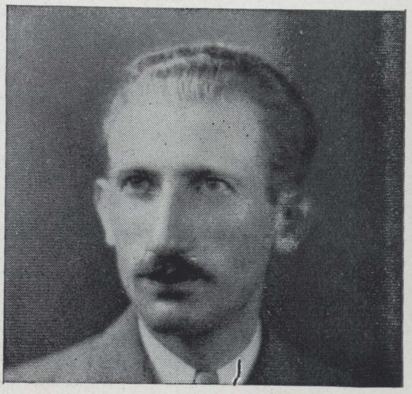


NAT COHN

President of Modern Vending Company whose individual order of 2,000 new, 1936 Wurlitzers exceeding $500,000.00, ranks the firm first in the music machine division of the industry.

IRVING C. SOMMER

Vice-President of Modern Vending Company, whose foresight and vision is responsible for opening a new operating division for the "World's Largest Coin Machine Distributors."

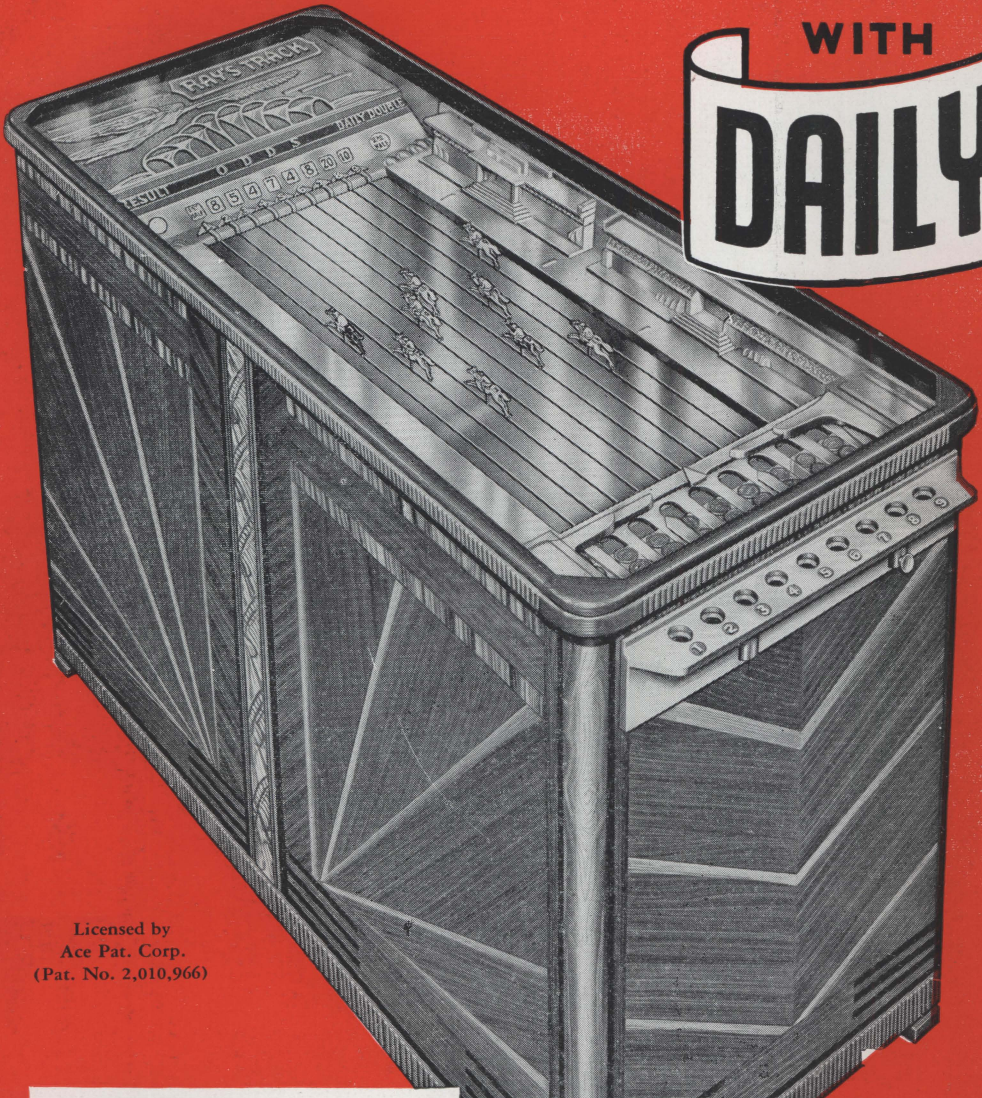


PHIL H. BOGIN

Operations Director of the Modern Vending Company Music Department, who has been prominently connected with the music field for more than 14 years and who will direct the operation of the new, 1936 Wurlitzers in Greater New York.

Bally's RAY'S TRACK

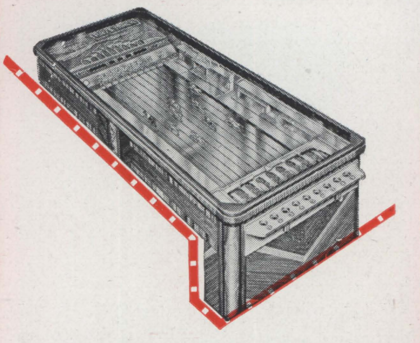
The ONLY Race Game WITH DAILY DOUBLES



Licensed by
Ace Pat. Corp.
(Pat. No. 2,010,966)

Extra Surprise
AWARDS!

BIG ODDS EVERY RACE!



NO MECHANISM below the dotted line! "Race-Game grief" and frequent parts replacement are eliminated by this amazing simplicity.

WIRE
FOR
PRICES

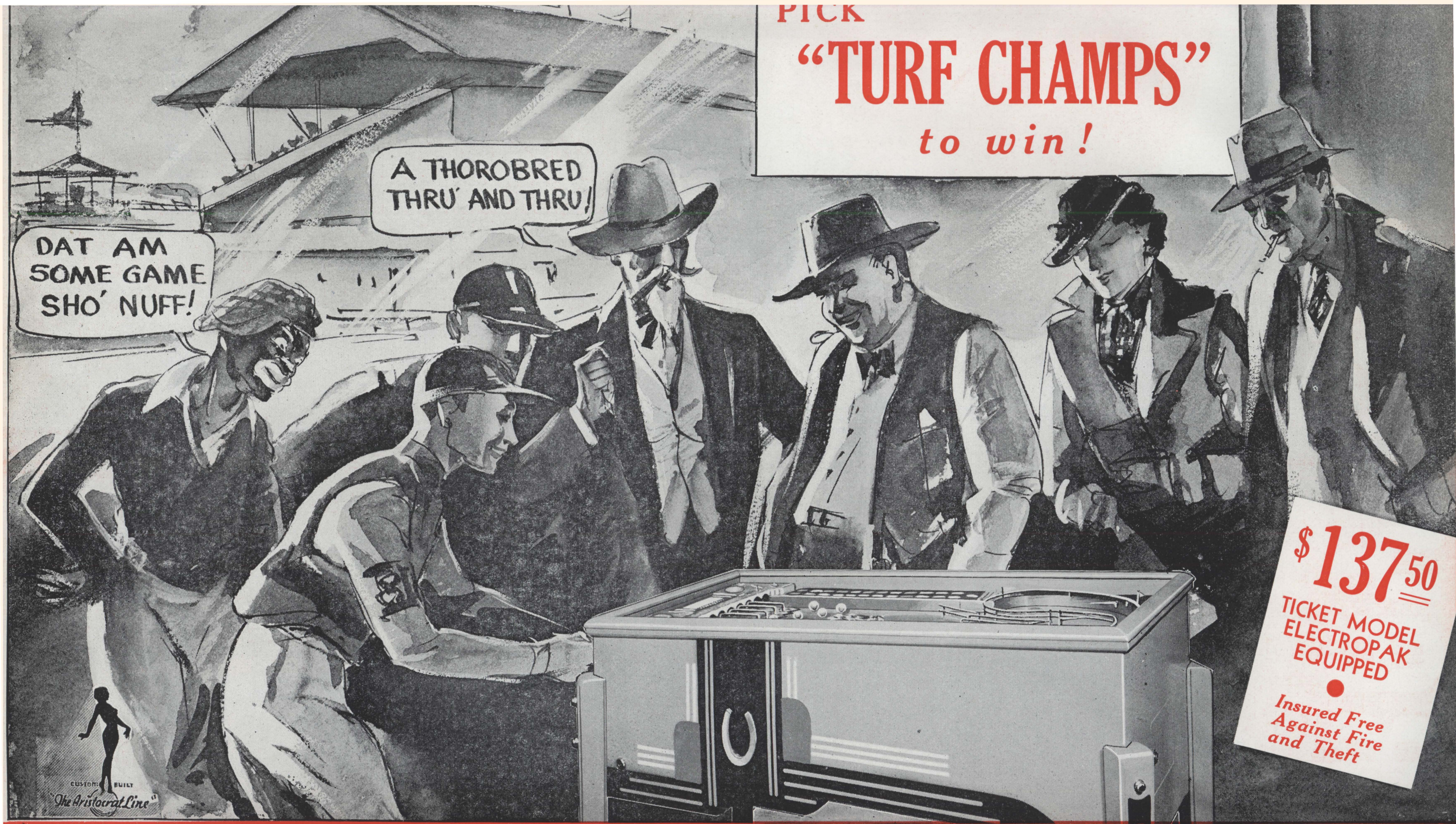
BIG WINNERS! That's the secret of success in this business! And that's why smart operators everywhere are switching to RAY'S TRACK—the only race-game with DAILY DOUBLES, whereby the regular odds (20-to-1 top) are boosted to a big juicy 50-to-1 surprise award! This revolutionary feature alone will pour hundreds of extra dollars into every RAY'S TRACK cash-box on your route! Act at once to tie up the choice racetrack spots with RAY'S TRACK—the race track game with 30 PER CENT GREATER EARNING POWER!

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 543 W. 47th St., New York, N.Y.


DAT AM SOME GAME SHO' NUFF!
A THOROBRED THRU' AND THRU!
CUSTOM BUILT "The Aristocrat Line"

PICK "TURF CHAMPS" to win!

$137.50

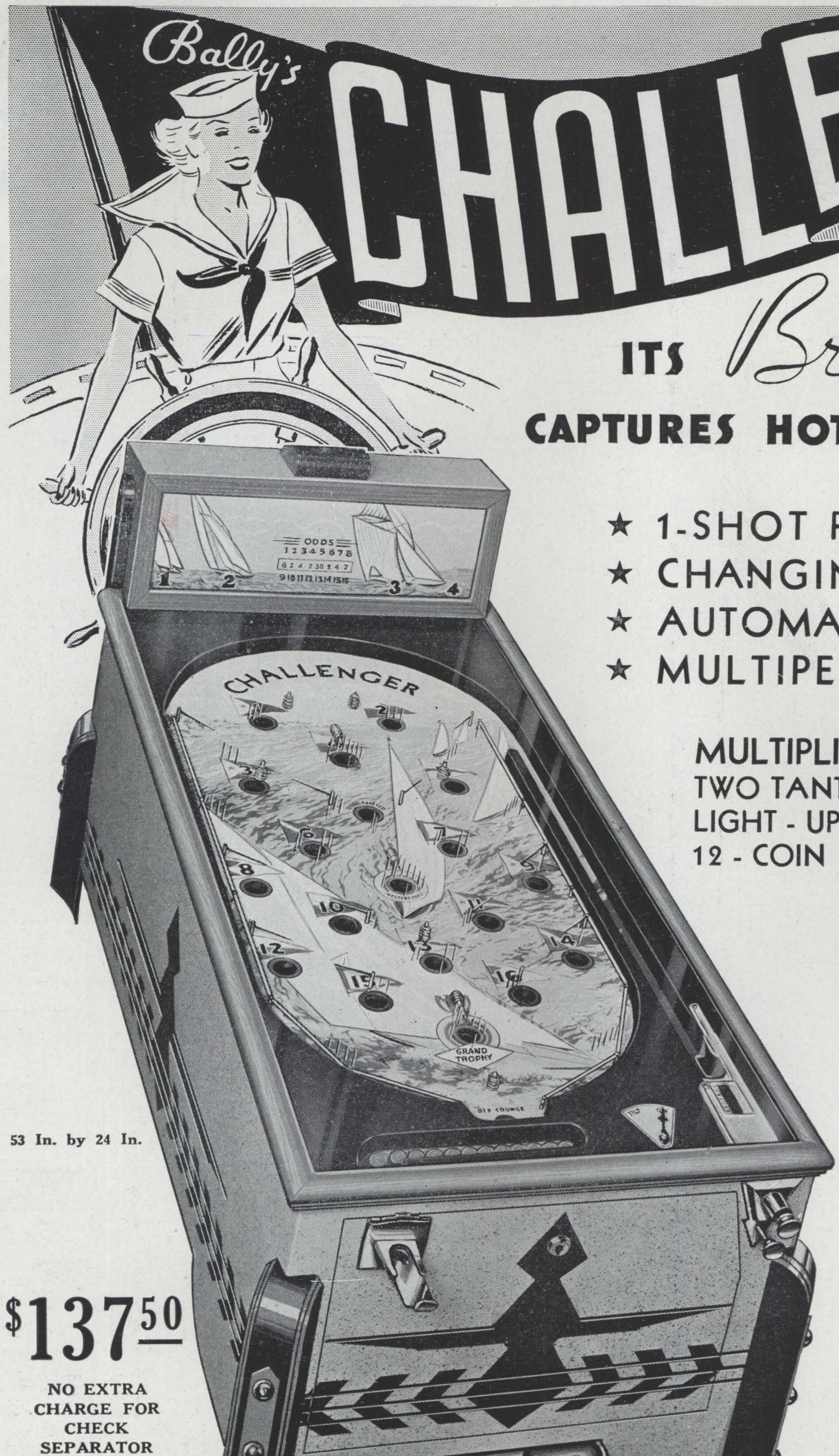
TICKET MODEL ELECTROPAK EQUIPPED

●

Insured Free Against Fire and Theft

STONER CORPORATION

Aurora, Illinois



Bally's CHALLENGER

ITS *Breezy Beauty* CAPTURES HOT-WEATHER PLAY!

- ★ 1-SHOT PLAY
- ★ CHANGING ODDS
- ★ AUTOMATIC PAYOUT
- ★ MULTIPE COIN CHUTE

MULTIPLIED PAYOUTS! $6.00 TOP!
TWO TANTALIZING MYSTERY POCKETS!
LIGHT - UP BACK - BOARD!
12 - COIN ESCALATOR!

AHOY, operators! Don't let the Weather Man chisel on your summer profits! Players are "hot and dusty" these days, but CHALLENGER'S blue, breezy beauty peps 'em up—cools 'em off—restores their sporting spirit—puts 'em in a pin-game mood again!

Plays 1 TO 4 COINS PER GAME—and PAYOUTS MULTIPLIED by number of coins played. ANIMATED ODDS CHANGER spins at start of each game—and players can't resist REPEAT PLAY, as they never know when easiest hole on the board will pay top odds of 30 to 1—$6.00 TOP when 4 coins played! MYSTERY PURSE and GRAND TROPHY each pay MYSTERY AWARDS of 50 cents to $1.50.

Easy on the eyes—easy to understand—easy to play—CHALLENGER is the kind of restful "take-it-easy" game you need to insure high earning average all summer and way into the fall!

53 In. by 24 In.

$137.50

NO EXTRA CHARGE FOR CHECK SEPARATOR

One-third with order, balance C.O.D., f.o.b. Chicago

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

YOU CAN BANK ON A BALLY GAME

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., New York, N.Y.

SUMMER

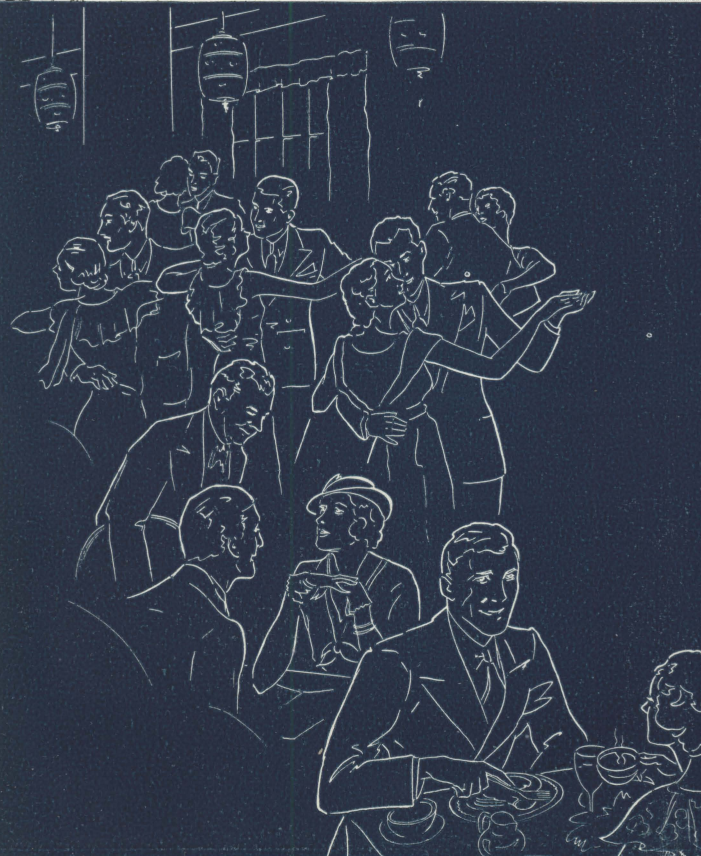
is the

BIG SEASON

for

DINING *and* **DANCING**

too!



. . . and that means

EXTRA PROFITS

for

WURLITZER SIMPLEX

OPERATORS

BUSINESS IS HOT *for* WURLITZER

(*Below*) **O. K. Greif, St. Louis, Mo., Operator** likes golf, German cooking and the way the best locations go for the Wurlitzer-Simplex. The new 1936 model is ok with O. K. Greif in every particular.

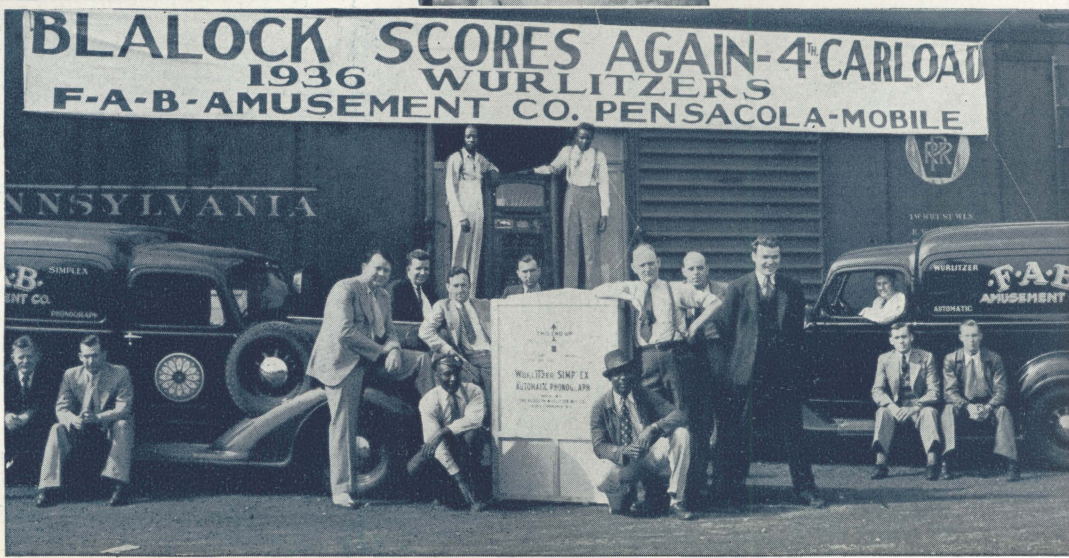
(*Left*) Introducing **Brean Greer, Wurlitzer Operator o** **Dubois, Illinois,** the man that wears out 3 automobile a year covering his territory. His competitors are prett well worn out, too. Greer and the Simplex make a combination hard to beat.

(*Above*) **Homer E. Slone, Tom Slone, Frances Fontelle Berts and Louis Quigley of the Slone-Berts Music Co., Chicago.** They ge their recreation playing cards and their income operating Wurlitzer-Simplex Phonographs Says Tom, ***"The Simplex is the grand slam o the automatic music business."***

(*Left*) Station WIZ. That's M **T. Pfrimmer, Mid-Wes Novelty Sales Company Muskogee, Oklahoma** Says the gentleman at th **"Mike" —** ***"We operate th Wurlitzer-Simplex because i gives our customers the sam tone and reproduction as i heard over our radio broadcasting station."***

OSBORN MU
WURLITZER S
PHONOGR

(*Right*) **A. D. Osborn (right) and his son (left) of the Osborn Music Co., Los Angles.** Says this outdoor loving gent, ***"30 years in music—Wurlitzer is the finest instrument I ever saw."***

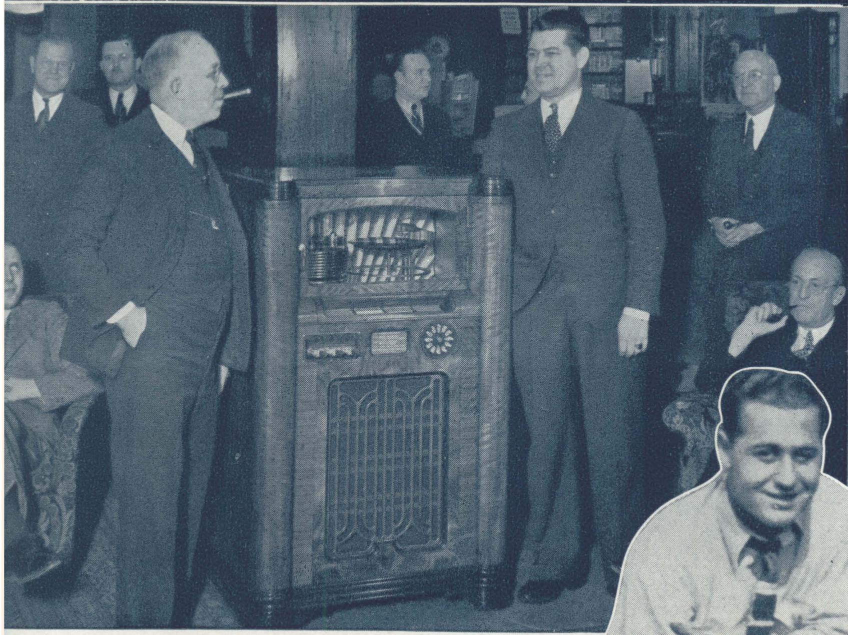

BLALOCK SCORES AGAIN-4TH CARLOAD
1936 WURLITZERS
F-A-B-AMUSEMENT CO. PENSACOLA-MOBILE
NNSYLVANIA
F-A-B
SIMPLEX
WURLITZER
AUTOMATIC
AMUSEMENT

(*Right*) **FAB Amusement Co., Pensacola and Mobile** goes to town with Wurlitzer-Simplex leading the parade. Pictured here - carload No. 4 - and, ***"that ain't all"*** predict this gang of sparky live wires, led by **F. A. Blalock,** the gentleman in the gray suit seated on the fender.

SIMPLEX OPERATORS *all Summer Long*

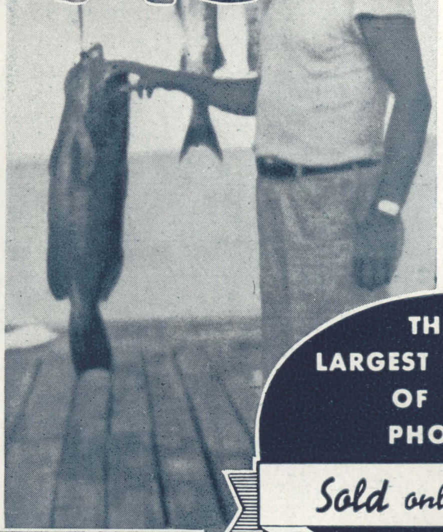
Summer time is dance time - and a big money making season for WURLITZER-SIMPLEX Operators. This is the instrument that packs the crowds in - that pays the big profits - and experience proves it. America's most successful operators are coining money with the WURLITZER-SIMPLEX proposition. Why not get in the swim and make yourself big money from the start?

The Rudolph Wurlitzer Manufacturing Co.
North Tonawanda, N. Y.



bove) **Shrine Club Members, Taftville, Conn.,** listen to eir Wurlitzer-Simplex. Standing at the right, **J. W. Gaff-ey, Simplex Operator**—and at the left, **M. J. Lockwood the Wurlitzer Sales Force.** Says Mr. Gaffney, ***"Wher-er locations demand quality music - that's where I place is fine instrument and know definitely it will stick."***

(Left) **Ozzie Truppman, Acme Novelty Co., Minneapolis,** speaks thusly, ***"Previous Wurlitzer-Simplex instruments met all my requirements. The new models surpass my expectations."***



(Left) **Jack Cavenaugh, Interstate Novelty Co., Cincinnati,** is one big worry to fish - and another to competitive operators. Backed by the new Wurlitzer-Simplex, ***"Jack"*** has been landing locations in and about Cincinnati with the same speed that he hooks the finny ones on his annual Florida jaunt.

bove) **Leo Biedermann, St. Louis** Simplex Operator deals with cation owners in Missouri. He says every one of them has that, *"You gotta show me"* attitude. Leo has shown plenty of them at the 1936 Wurlitzer-Simplex is tops in its field. He's doing ght well by himself.

THE WORLD'S LARGEST MANUFACTURERS OF AUTOMATIC PHONOGRAPHS

***Sold only to* OPERATORS**

FEDERAL 1474
THE PHONO-MATIC CO.
AUTOMATIC COIN OPERATED PHONOGRAPHS
FEDERAL 1474

(Left) The organization of the **Phono-matic Co., Los Angeles.** Left to right: **John Glick, Public Relation and Purchasing Mgr.; C. Walters, General Manager; Thomas *"Tailspin"* Enloe, Supt. of Service; Arthur Cantu, Service; Geo. Asbury, Operator; Sidney Bernstein, Operator; Rosalie Schley, Record Purchasing; Operators Ellen Wilson, Layton Wilson, Carl Del Porto, Hallie Hanson; Carl Noto (*sneaked in but welcome*). Operators Everett Aytes, L. Martinez, Russell Gibson, Thomas Osborn, Frank *"Sheik"* Padilla.** Says Gen. Mgr. Walters, ***"Our fondest hope is that our competitors will not recognize the dollar for dollar value of the new Wurlitzer. We call the new 412 the 'difference', meaning the 'difference' between holding the location and not."***

WURLITZER SIMPLEX OPERATORS MAKE *Big Profits*

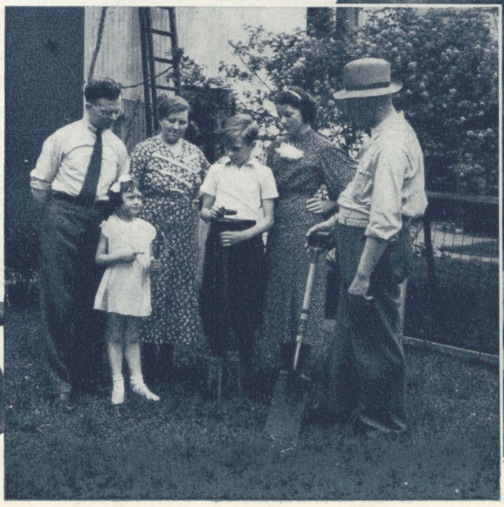
(*Right*) **Theo. Johnson, Automatic Amusement Co., Hamilton, Ohio; Mr. Canning,** with whom Johnson placed his first Wurlitzer-Simplex, and **Theo. Williams.** Says Mr. Johnson, ***"Wurlitzer-Simplex is the answer to an operator's prayer."***

(*Below*) **H. W. Carpenter** (*seated*) **Lone Star Coin Machine Co., Wichita Falls, Texas,** hands his manager, **Sam Heard, Jr.** the receipts for another shipment of Simplex machines while his wife looks on. Standing back of Carpenter are ***(left to right)*** **servicemen Frank Pemberton, Kyle Drollinger, Earl Lowrance.** In the corner leaning on the Simplex is **Harry Drollinger,** Simplex factory representative. Says Mr. Carpenter, ***"We are exclusive Simplex operators for we feel they are the best made. When better phonographs are built, we will be using them, and without a doubt, they will wear the Trademark, 'Wurlitzer.'"***

(*Right*) **W. T. Miller, Hammond, Ind.,** Wurlitzer-Simplex Operator goes around his territory in par when it comes to lining up locations. Miller thinks the 1936 Simplex is one up on any other automatic phonograph he ever saw or heard. ***"Absolutely tops"***, says Mr. Miller.

(*Below*) **Sanders Bros., Bert and Bill, Los Angeles,** Wurlitzer-Simplex Operators say, ***"We believe in putting our eggs all in one basket with Wurlitzer."*** A profitable basket it has been, too.

(*Below*) **Jacob Nomden, Chicago Operator** takes time to raise a family, ***(see below)*** a garden, ***(see left)*** and still has time to raise havoc with his competitors in the automatic music field. Boasts Jake, ***"A good garden needs good fertilizer—a good instrument, good engineers. That's why I say Wurlitzer-Simplex is superior."***



(*Left*) **E. J. Richards St. Albans Bay Vermont Operator** possesses a fine place up on Lake Champlain and an equally swell record for digging up big-money locations. Says he ***"Wurlitzer-Simplex is so far ahead of competition, I feel sorry for the rest."***

Texas Opens Her Gates to the World » » » »

By Juanita Eckert

Centennial Celebration at Dallas is a $25,000,000 Show---Opening Day Ceremony Witnessed by 350,000 Record Crowd for the Southwest.

IN AN impressive ceremony which unfurled the six flags which have ruled Texas, tribute was paid to those immortal heroes who won for Texas her independence, on June 6, in Dallas at the grand opening of the Texas Centennial celebration.

Secretary of Commerce Daniel Roper as personal representative of President Roosevelt and Governor James V. Allred and many other notables headed the program.

Opening day parade during the morning, formal inauguration of the world's fair at the Exposition avenue gate at noon, the unforgettable and soul-stirring ceremony of raising the six flags of Texas in the Cotton Bowl immediately afterward—thus the first half of the first day's program was staged with machine-gun precision before an audience swelled into the millions from coast to coast by the two national radio chains and a battery of newsreel companies.

Governor Allred at 3 p.m. formally accepted Tennessee's Hall of Heroes in the Varied Industries Building with Miss Christine Lamb of Nashville representing Gov. Hill McAlister.

Secretary Roper, Allred and members of the United States Texas Centennial Commission at 5:30 p.m. participated in the first official retreat before the $1,125,000 Federal Exhibits Building, which also was dedicated at that time. A few minutes earlier the $50,000 Negro Building, first of its kind at any international exposition, was dedicated impressively.

The climax of the day came after 8:30 p.m. when the exposition lighting system was brought into play, starting from almost complete darkness and ending in all its multicolored brilliance.

After nightfall, the exposition decorative effects are even more marked, for light then comes to join its colors in the harmony of beauty. Fountains that were in color by day are painted in light by night. Buildings will be illuminated by floodlights in many colors. All light sources are hidden, and the illumination seems as if done by a fairy waving a wand over the buildings and grounds.

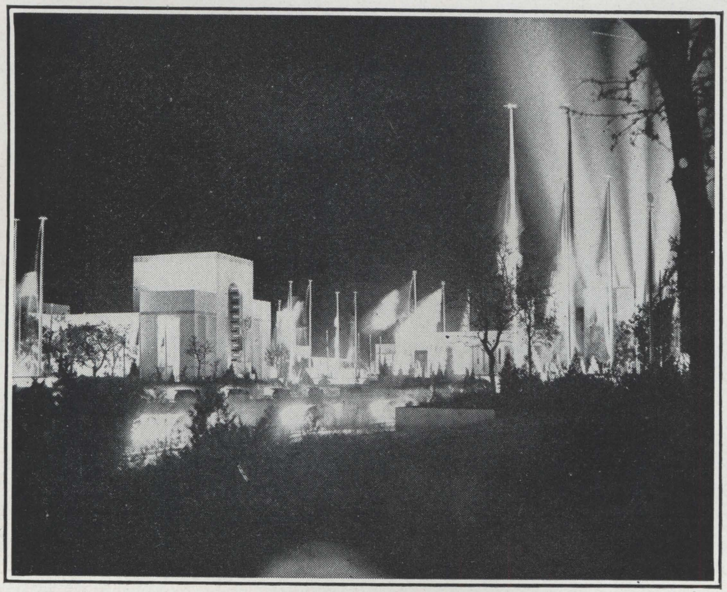
Flags and banners, murals, sculpture, multicolored lights, playing fountains, gaily painted light standards, landscaping, all combine to furnish the decorative effects of the Texas Centennial Exposition.

Flags appear in large numbers along the midway and in fact on every part of the grounds. Exhibit buildings are decorated with bases in color and with friezes in painting, using vibrating colors, but still in harmony with the structure's architecture and carying out the architectural lines.

Visitors should not miss going through the many exhibit buildings and enjoying the entertainment features which the different exhibitors are offering—orchestras, plays, etc. Outstanding musical organizations are giving concerts each afternoon and evening, many of them being broadcasted from the Gulf Refining Company's studio on the Centennial grounds, over a national hookup.

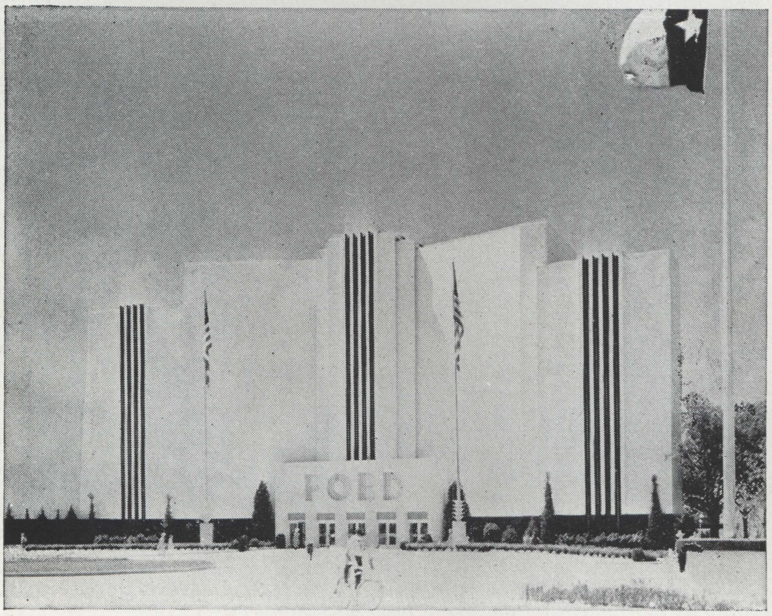
The Federal Building is monumental in character and has a commanding position on the grounds. It was designed by George L. Dahl, exposition architect, and is in harmony with the bulk of the buildings on the grounds. Exterior and interior decorations were designed and supervised by Julian E. Garnsey of New

The Federal Building, Erected at a Cost of $1,125,000



A Night View of the Centennial

The Texas Hall of State, Erected at Cost of $1,200,000



Ford's Exhibit Building at Texas Centennial, Dallas

York and California. A number of local artists assisted Mr. Garnsey in the execution of decorations.

Approaching the Federal Building the visitor is impressed with the main facade, including the central tower rising 175 feet and surmounted with a gilded eagle, symbol of the supreme authority of the Federal Government. On each of the curved walls of the entrance are seen one of the sides of the Great Seal of the United States. A sculptural frieze extending 175 feet across the facade and slightly over seven feet in height deals with the complete history of Texas. It contains over one hundred figures of the leaders of Texas during more than four centuries. This frieze is executed in incised colored concrete against an ultramarine blue background.

Entering the building, one first sees on the walls above the entrance doors some cameos representing war and peace. In the rotunda are found four striking effective vertical murals depicting, in turn, the characteristics of the northern, southern, eastern and western sections of the country. Here also are found two inscriptions, one taken from the United States Declaration of Independence and the other from the inaugural address of President Mirabeau B. Lamar of the Republic of Texas.

Symbolic of the state-wide nature and support of the central exposition is the $1,200,000 State of Texas Building facing the Court of Honor at the head of the Esplanade of State. The most costly single structure on the exposition grounds, this superb architectural monument to the past and present greatness of Texas is a source of pride to millions of sons and daughters of the State.

Designers of the building sought to realize the intent of the Legislature in the creation of an almost purely monumental structure, one that is its own justification for being. They decided, therefore, upon a group of rooms which would lend themselves appropriately to monumental treatment. These are the great Hall of Texas, the Hall of Heroes and the four regional rooms representing the geographical divisions of North, South, East and West Texas. In addition there is a medium sized lecture room. These, with open colonnades, courts and loggias make up the plan.

The historical exhibits, to be seen in the four regional rooms, promise to be among the most interesting and

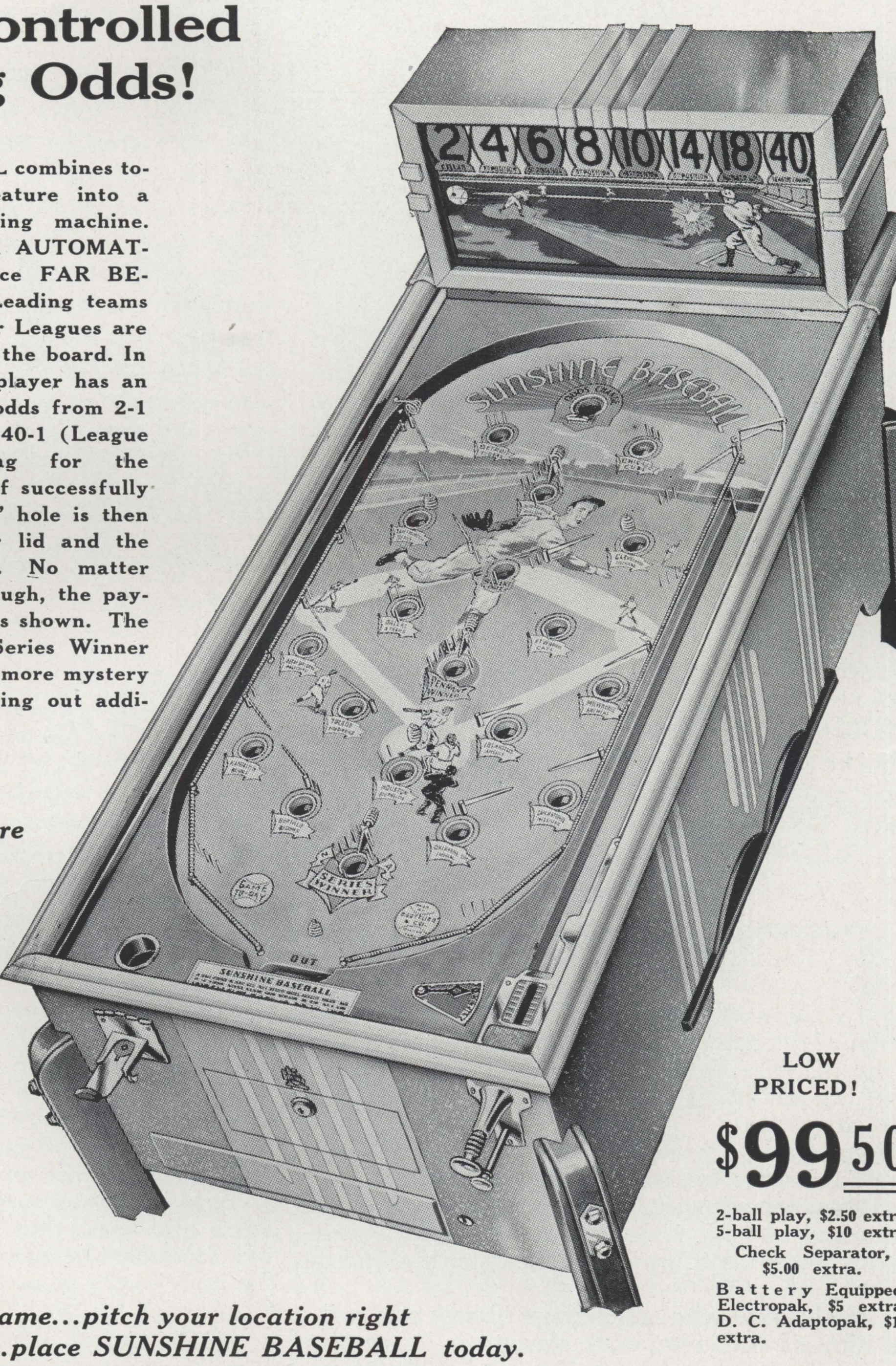
(Continued on Page 18)

Sunshine Baseball

Player Controlled Changing Odds!

SUNSHINE BASEBALL combines today's most popular feature into a sensational, profit-making machine. A fast-action, One-Ball AUTOMATIC PAYOUT at a price FAR BELOW its true value! Leading teams of the Major and Minor Leagues are colorfully presented on the board. In Sunshine Baseball the player has an opportunity to change odds from 2-1 (Cellar position) up to 40-1 (League Champs) by shooting for the "Change Odds" hole. If successfully hit, the "Change Odds" hole is then closed by a trap door lid and the ball returns for play. No matter which team comes through, the payout is based on the odds shown. The Pennant Winner and Series Winner Payout Holes add even more mystery and excitement by paying out additional rich awards.

The game with more action than Dizzy Dean's fast ball... the most generous value in the baseball payout field! Order now!



LOW PRICED!

$99 50

2-ball play, $2.50 extra
5-ball play, $10 extra
Check Separator, $5.00 extra.
Battery Equipped Electropak, $5 extra.
D. C. Adaptopak, $10 extra.

Get behind a real game...pitch your location right into bigger money...place SUNSHINE BASEBALL today.

D. GOTTLIEB & CO., 2736-42 North Paulina Street, CHICAGO

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

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AARON SMITH - - - Business Manager
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The National Magazine of the Coin Machine Industry

IMPORTANT TO TEXAS OPERATORS

Every operator in the state of Texas should lend his support to the President of the Association, Earl E. Reynolds of Dallas, Texas. Mr. Reynolds is going to do the operators a great deal of good through his hard work and influence this year, and in an article from him appearing in this issue, he is appealing to the operators to pay their dues immediately.

Fellows, you should do this at once for it takes money to operate an association. Even though you belong to your local association, your by-laws read that you must belong to the state association before you can belong to the local. This appeal from AUTOMATIC WORLD is not for the good of any particular one, but it is for the future of your industry and you should not hesitate to mail your dues to Secretary Bachman or to President Reynolds. Now!

o

KEEP YOUR PROFIT

Said a successful business man to a recent convention of his associates, "Lower your prices if you can by modern methods and intelligent management, but do not sacrifice either quality or your profits in so doing."

To engage in a profitless business brings drudgery. To assume business risks without assurance of profits brings worry and continuous anxiety. Worry and anxiety largely wipe out the pleasure of living and shortly bring the doctor or the undertaker.

In any business the price cutter almost assuredly sells himself into voluntary slavery or, if as the owner of the business he prospers, he has doubtless beaten down his labor, whether they work directly for him or, under sweatshop conditions, make the cheap commodities upon which he insists, in making his stock purchases.

"The laborer is worthy of his hire." Also the boss who takes the risks of business, who has the headaches when things go wrong is worthy of his fair profits.

Profitable prices are not obtained unless asked for. Backbone is half the battle while readiness to lose unprofitable sales without anguish largely makes up the other half of obtaining fair prices. Know your costs, insist on a profit and thereby enjoy your business in peace of mind.

o

HAS RECEIVED WIDE COMMENT

AUTOMATIC WORLD'S editorial and the article by Mr. Becker last month on the subject of making friends of the public has aroused a great deal of comment in all quarters of the industry. From several cities and from manufacturers, distributors and operators have come the same recognition of creating a more friendly sentiment toward coin machines, and especially marble tables. Just how this may be accomplished and how soon are recognized as the big problems. Again we invite comment on this or any other subject of interest to the industry.

o

AUTOMATIC WORLD TAKES A BOW

It is written somewhere, so we have heard, that "he that tooteth not his own horn, verily the same it shall not be tooted." Even at this it is not just a matter of tooting our own horn, but of grateful appreciation to all branches of the coin machine industry that we acknowledge the scores of compliments which have come and which are still coming to AUTOMATIC WORLD.

In fact, we would appear ungrateful if we did not publicly express our thanks and appreciation. At best, there is little financial remuneration in the publication field, and so it comes to pass that the average editor enjoys the service he renders his readers as well as the monetary returns. In fact, the real editor gets more satisfaction out of the feeling that he is rendering a real service than he does out of his pay envelope.

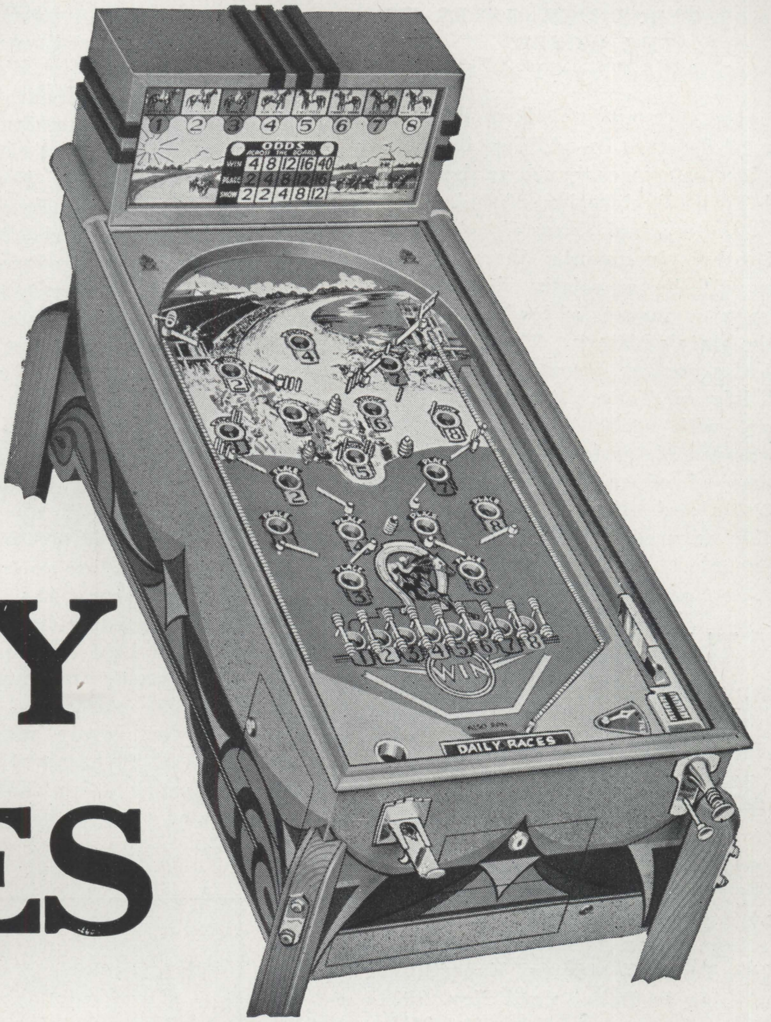
Speaking of satisfaction, we want to say, too, how pleased we are to learn from so many that they are "satisfied" with AUTOMATIC WORLD just as a monthly exponent of the coin machine industry. In this day of experimentation when all of us are prone to try out new schemes in business or new avenues in methods of propaganda, it is gratifying to be told again that once a month is as often as the manufacturer or operator can hope to have the high points of his industry worked up and laid on his desk for his information.

AUTOMATIC WORLD has set its task to gathering the best thought obtainable on the coin machine industry and serving this to its readers monthly rather than a rehash of unimportant news events at more frequent intervals and we are glad that this policy meets the approval of most of our readers.

$125

Ticket Game, $135
Electropak Equipped
(Batteries optional)

D.C. Adaptopak, $5 extra. Check Separator, $5 extra. Mint Vender, $10 extra. Two or three Ball Play, $5 extra.



DAILY RACES

THE LOWEST PRICE MULTIPLE COIN SLOT ONE BALL PAYOUT WITH CHANGING ODDS

HERE is real horse-race atmosphere . . . real horse race mutuels! Play 'em "across the board"—3 times the opportunity for the player to win. Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel an additional horse flashes on the rack and the odds change. All eight horses can be played and additional nickels change only the odds. Pays as high as 40 to 1—subject to mechanical adjustment for tight or liberal awards.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as $500.00.

NOW READY

Mystery Single Coin Slot

For the territory and the particular location where multiple coin slots are not permissible. Gottlieb Machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.

TICKET MODEL

now ready for immediate delivery

D. GOTTLIEB & CO.

2736-42 N. Paulina St., CHICAGO

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Better Than Ever **SUNSHINE DERBY $89.50** Lowest Priced

THE OUTSTANDING ONE-BALL AUTOMATIC PAYOUT THAT IS THE PROFIT-SENSATION OF THE DAY!

TEXAS OPENS HER GATES TO THE WORLD

(Continued from Page 14)

valuable ever assembled on the history of Texas. In addition to spectacular "set pieces," such as the original Texas Declaration of Independence, the original Texas Constitution and other documents, these collections will be especially rich in the personal mementos of leading figures in the state's history. These exhibits will also portray dramatically the social life of Texans throughout the years, with authentic groupings of costumes of various periods, evidences of educational interest and progress and other matters relating to the cultural and civic advance of the people.

THE MIDWAY

Brilliant lights . . . playing waters . . . dreamy music . . . thrills . . . educational exhibits . . . dibby rides . . . near-nude exhibitions . . . steamboats on dry land. A glance at the little midgets who take you back to the days of Fairyland.

These are just a few of the numerous amusement and educational offerings along the famed Midway of the Texas Centennial Exposition, continuing in Dallas until Nov. 29.

It's a riotous life along The Midway. It's a carefree existence. The millions are going there for enjoyment—and they are not being disappointed.

The Midway at the Centennial is an enterprise involving the expenditure of many millions of dollars, to be exact more than $5,000,000. It is the last word in amusement.

A trip through it will reveal:

Old Globe Theater—As the visitors come in through the gate by the General Motors Building they are greeted by a bit of Merrie England. They see Rhys Williams, town crier for the Old Globe Theater, telling of the Shakespearean plays that will be produced in the replica of the Bard's own playhouse.

On the village green the old English dancers go through the figures of the reel and morris dances of Elizabeth's time while from Falstaff Tavern comes the savory aroma of the roast beef of Old England, waiting to be served to the hungry expositioneer.

The Holy City—Just at the start of the Midway you find a structure that looks like something taken from the days of the Crusades. And the connection was not so very wrong at that for it is an exact replica of the Damascus Gate of the Walls of Jerusalem. Inside a cathedral hush fills the softly lighted building. The noise and clamor of the Midway sems faint and far away. For here is found a collection of religious art works done in oil, mother of pearl mosaics and other media. Reverence and dignity are the keynotes of this exhibit and strangely enough, the beauty and the subject is not amiss in the amusement area. The exhibition is free.

"Texas Queen"—Just as the shadows creep over the Midway and the lights begin to blaze across the Dallas sky, "Texas Queen," the showboat music hall, comes to life. Inside a company of actors go through the old time tear jerker, "The Drunkard," while entranced audiences eat sandwiches, quaff beef and roar out gay choruses under direction of Neeley Edwards, master of ceremonies. It is fun, rowdy lusty fun, and the pathos of the plays of a half century ago brings down the house time and again.

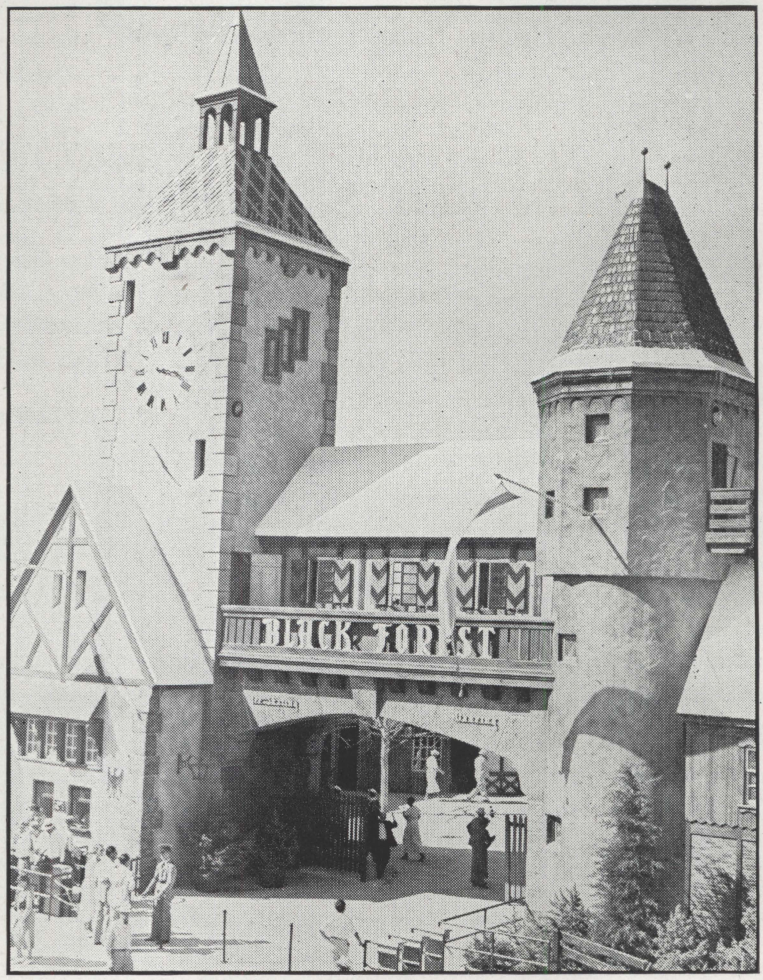
Midget City—Next door to the Texas Queen is Midget City, a brave, modernistic Lilliputian community, where all day long a host of midgets entertain the public with a stage show, mock court trials, peeks into midget homes, barbershops and the like. Youngsters are entranced and their elders are captivated by the little people.

Life—On down the line the crowd moves, an irresistible mass seeking diversion. In the Life show they find something unique in the annals of amusement enterprises.

Here is a show of a medical and technical type which translated into terms of the laymen is the story of man, his creation and reproduction. Interesting scientific exhibits, educational lectures and an exposition of the basic principles of human existence are explained here.

Warden Lawes' Show—Next door to Life you find a show sponsored by the foremost penologist in America today. Warden Lawes. Here is shown the scientific methods of crime prevention and detection. Relics and records of famous criminals are displayed.

A gang lord's car is on exhibit and



Entrance of Black Forest on the Midway

Lieutenant Charles Roseberry of the Wichita, Kansas, police gives practical demonstrations of the lie detector, the ballistic equipment, fingerprinting and other modern aids to crime prevention and detection.

Sing Sing, Joliet and other great prisons have sent exhibits to this show.

Snake Farm—Here the public thrills as they see men and women handle huge pythons, deadly rattlesnakes and other vicious reptiles. Throughout the long day and far into the night people watch with awe and fear as the trainers handle these monsters with a familiarity that speaks of long years of practice.

Auto Scooters—Next comes the Rock Garden and its cafe where many thousands eat and drink in the short moments they have between sightseeing. Then comes the Auto Scooters where old and young careen crazily about a large enclosure in tiny cars, bumping into each other, swooping around corners and having the time of their lives.

Rocket Ride—Another thrill ride comes next on the program and here the public finds a string of tiny cars waiting to take them whirling around the huge saucer.

Making Movies—Breathless from the Rocket Ride the throng next comes to one of the largest attractions of the grounds. Here they find the animal stars of Hollywood, famous lions, tigers, pumas and others who have been pictured many times in natural films. Here also they find stage sets that represent an Alaskan mining-town, a Western town and one of the clubhouses made famous in Our Gang comedies.

The public has a fine chance here to see just how talkies are made as a company of actors go through their paces before huge sound cameras. The script used in the working script is that of Paramount's forthcoming "Texas Ranger."

Ferris Wheels—Swinging high above the Midway two giant Ferris Wheels give their patrons a wonderful view of the world's newest and biggest amusement zone.

Just beyond is the Roller Racer where three long cars roar and thunder up slopes, around curves and down steep grades as the riders shout in an ecstasy of excitement.

Streets of All Nations—Here comes a row of gay places where you can win a prize if your arm is strong and eye good at throwing or perhaps you choose to have your palm read or horoscope cast. At the top of the Midway sits Streets of All Nations, a gay place reminiscent of many far-off lands, where crowds swarm after sundown.

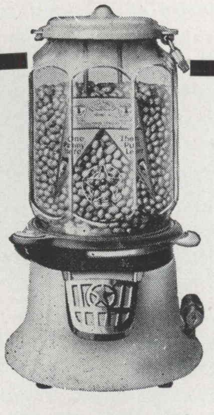
It looks like a bit of Hollywood that has gotten its stages jumbled, for Spain, Mexico, North Europe and the Orient vie with each other to present brilliant attractions. A rapid-fire review by Ernie Young carries the audience through many sets of costumes, or lack of them, gorgeous girls, and Milo Corrino, apple dancer, a sensation of the Exposition, to complete the picture. It is a colorful spot.

Black Forest—One of the most exciting places on the grounds is Black Forest. It is a complete representation of an Old World village snuggled down beneath the snow-capped, towering Feldberg.

Through the streets, made gay by little shops and gaily-clad attendants, you wander to come to the heart of the village where, beneath stately pine trees an outdoor restaurant cen-

(Continued on Page 25)

"COLUMBUS Vendors
"TOO TEMPTING TO
RESIST"



MODEL M — "The Popular 1c Peanut and Confection Vendor of the Southwest" —attracts instant attention and is unusually profitable in high class locations.

APPETIZING fresh nuts temptingly displayed in Columbus Model "M" attract immediate attention, stimulate appetites and keep patrons always coming back for "another handful."

Model "M"—popular "COLUMBUS" model, is "just too tempting to resist." Its harmonious porcelain color scheme blends well with any type location.

Like all "COLUMBUS" Vendors it can be thoroughly cleaned and serviced on location without the use of a single tool—an exclusive time saving feature which is exceedingly popular in the Southwest where routes are large and scattered over wide areas.

Southwestern operators who have tried Models "M" are enthusiastic in their praises. Take a tip from old timers. Add Models "M" to your route and you, too, will say "The most profitable machines I ever operated."

Texas Centennial will open hundreds of new opportunities for "COLUMBUS" Model "M" to open desirable new locations and increase the profits of present locations.

Write today for complete descriptive folder.

DISTRIBUTED BY

F. C. EWING COMPANY
"THE OPERATORS' FRIEND
P. O. Box 851—Phone 2-8648
1414 E. Lancaster, Fort Worth, Texas

Rambling Around the Mills Organization

An invitation is extended to all operators to pay a visit to the famous Mills McCoy Bar. This bar has generally become known as the best bar in the West, being a fine example of the latest type of design. Its architects were Nicholai and Farrell, the firm that built the Time and Fortune buildings at the World's Fair.

* * *

Mills lobby in the new Mills Administration Building is the last word in lobbies. It is finished in the exclusive new Avodire wood (pronounced Avo-du-ray) which is an importation from Africa. This same wood is also used in the panels on the Mills new Do Re Mi phonograph.

Northwestern
3
COMPARTMENT
SELECTIVE
BULK VENDER
TO BE ANNOUNCED SOON!
Watch for it next month!

The lobby is about forty feet long and twenty feet wide and luxuriously furnished.

Stop in any time and inspect this latest design in office lobbies.

* * *

Mills Novelty Company is now organizing its own softball league from among its 1600 employees. The league will consist of sixteen teams. The play will start early in May. Four full games will be played every night starting at seven o'clock. The Mills Stadium is equipped with powerful arc lights for night baseball. Lights will be turned on from 8:30 till 11.

* * *

Vince Shay is general sales manager of Mills Novelty Company and in entire charge of all coin machine sales. Vince is easily the best known man in coin machine circles and probably knows more about coin machine operating than anybody in the country. He has been connected with Mills Novelty Company for the past seventeen years and has visited operators and co-operated with them in a business way in practically every state in the Union .

* * *

In the past seven years of the depression Mills Novelty Company's business has more than tripled and six additions to their huge factory have been necessary in that time.

Mills Novelty Company has just leased an entire new factory a mile from their newest plant.

* * *

The word "Tycoon" means "A Japanese war lord." It was popularized by Time Magazine and finally came to mean "a business magnate"—such as, oil tycoon, sugar tycoon, clothing tycoon, etc. The name as applied to Mills Tycoon pay tables has been very significant because the Tycoon table has certainly turned out to be a real "Tycoon," in every meaning of the word as introduced by Time Magazine.

* * *

Old employees are honored with pensions from Mills Novelty Company. Several former employees who have put in years of work with the organization being now on the pension list. This list is steadily growing and offers a fine example of the right attitude being shown by industry towards labor. No pension fees are collected from Mills employees but pensions are allotted on a basis of years and character of service rendered by the individual.

"SUPERIOR'S SCOOPS," A NEW HOUSE ORGAN

That wide awake manufacturer of salesboards, Superior Products, Inc., Chicago, is out with the first copy of "Superior's Scoops," a new house organ to keep its customers and operators informed on salesboards and salesboards operations.

According to its opening salutation, " 'Superior's Scoops' will announce the latest releases in Superior salesboards, however, as the salesboard industry is without a monthly medium, Superior's Scoops will carry all the news, views and gossip possible."

No doubt this enterprise of Superior Products, Inc., will be appreciated by operators interested in salesboards.

TOM THUMB VENDOR
with Magic Coin Selector
Available Now in 3-lb. Capacity

Revolutionary features of Tom Thumb 1½ lb. vendor now available in 3 lb. capacity with duplicate mechanism—interchangeable. Operators clamored for a Tom Thumb that would not empty so quickly. Beautiful, attractive, sturdily built—pulls business—and is welcomed in locations closed to unsightly machines.

Lowest priced precision built vendor on the market. Slot takes 4 pennies, but delivers money's worth—no enemies made. Thousands on locations with NO COMEBACKS. Sanitary chute. Dispenser adjustable to profitable quantity; and for nuts, candy, gum. Jobbers enthusiastic—say machine worth twice the price.

Send for Attractive Circular and Prices.

Jobber territories are still available—act at once.

FIELDING MANUFACTURING CO.
Dept. 6W JACKSON, MICH.

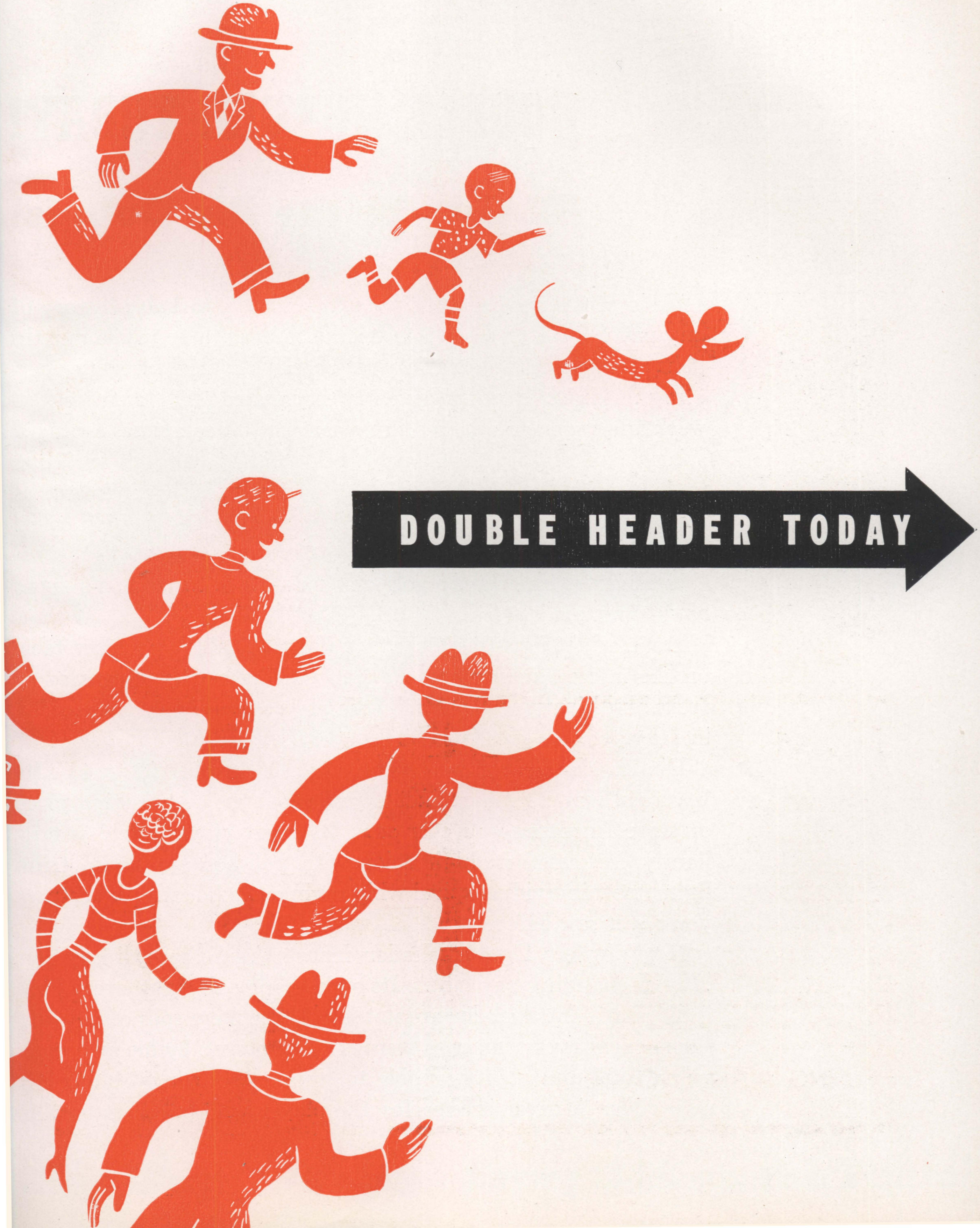
TEXAS JOBBERS
O. B. Scott Novelty Co., Plainview.
Operators Amusement Co., 2509 Ross Ave., Dallas.
Nacol Novelty Co., Brenham.

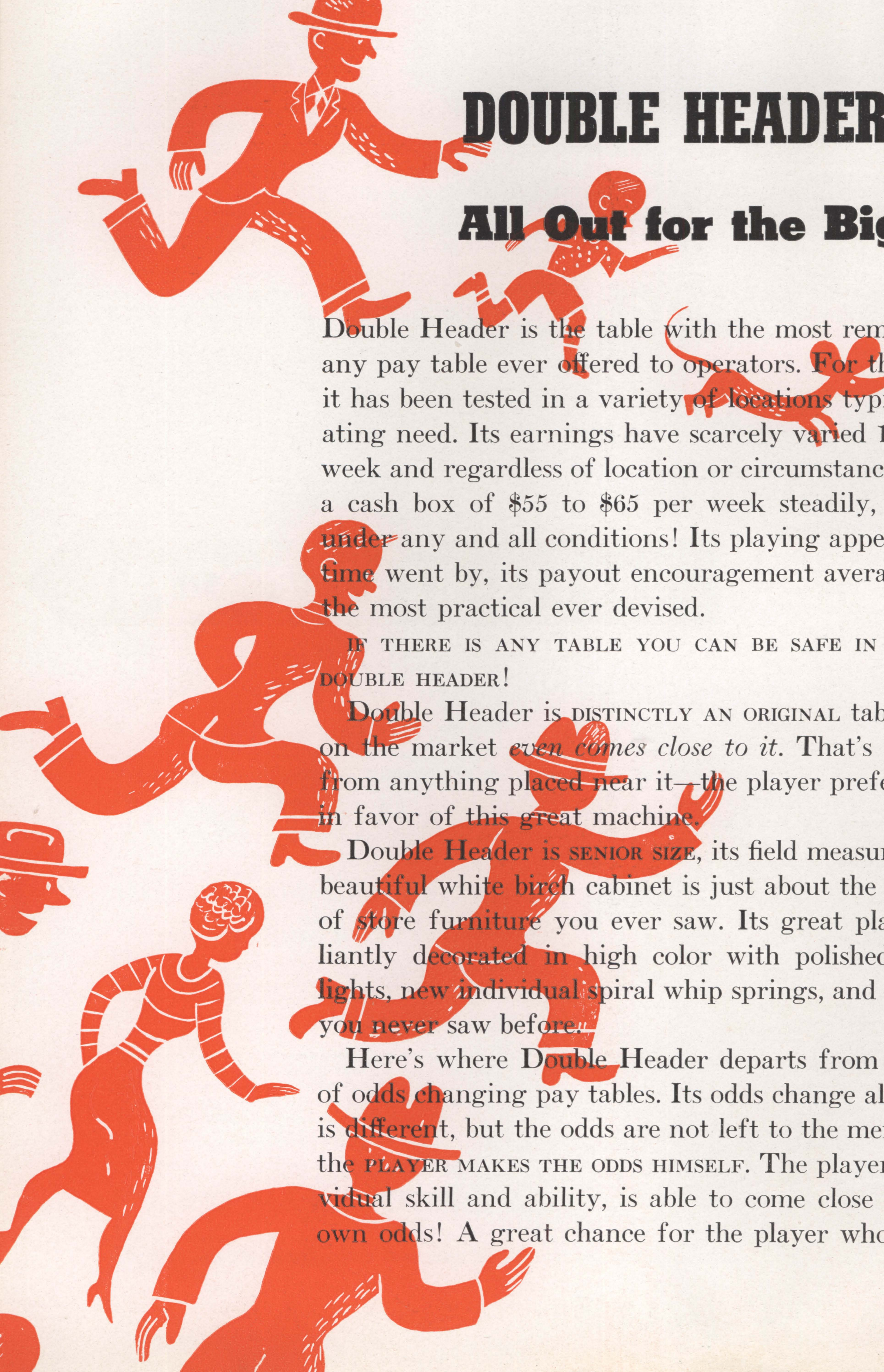
PHONOGRAPH OPERATORS

The improved 2000-play VELVETONE needle doubles the life of records, and outlasts all ordinary needles.

Write for Full Information

L. E. TURNER
1229 Park Row Bldg.
NEW YORK, N. Y.


DOUBLE HEADER TODAY



DOUBLE HEADER TODAY!

All Out for the Big Doings!

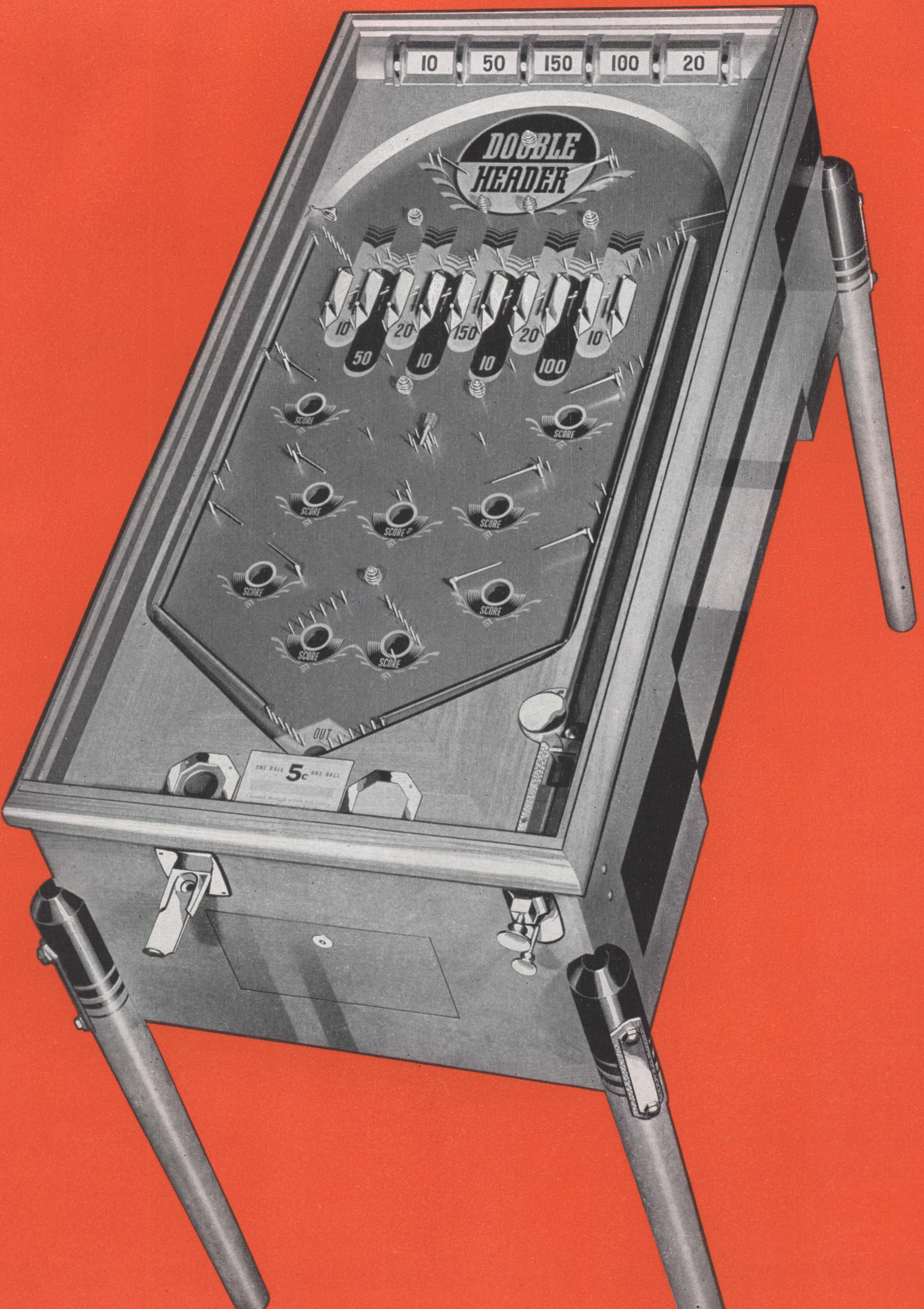
Double Header is the table with the most remarkable history of any pay table ever offered to operators. For three whole months it has been tested in a variety of locations typical of every operating need. Its earnings have scarcely varied 10% from week to week and regardless of location or circumstances. It has averaged a cash box of $55 to $65 per week steadily, without variation under any and all conditions! Its playing appeal has increased as time went by, its payout encouragement average has been called the most practical ever devised.

IF THERE IS ANY TABLE YOU CAN BE SAFE IN BUYING, IT'S MILLS DOUBLE HEADER!

Double Header is DISTINCTLY AN ORIGINAL table—no other table on the market *even comes close to it*. That's why it runs away from anything placed near it—the player preference is one-sided in favor of this great machine.

Double Header is SENIOR SIZE, its field measuring 21″ x 43″. Its beautiful white birch cabinet is just about the best looking piece of store furniture you ever saw. Its great playing field is brilliantly decorated in high color with polished aluminum trim, lights, new individual spiral whip springs, and dozens of features you never saw before.

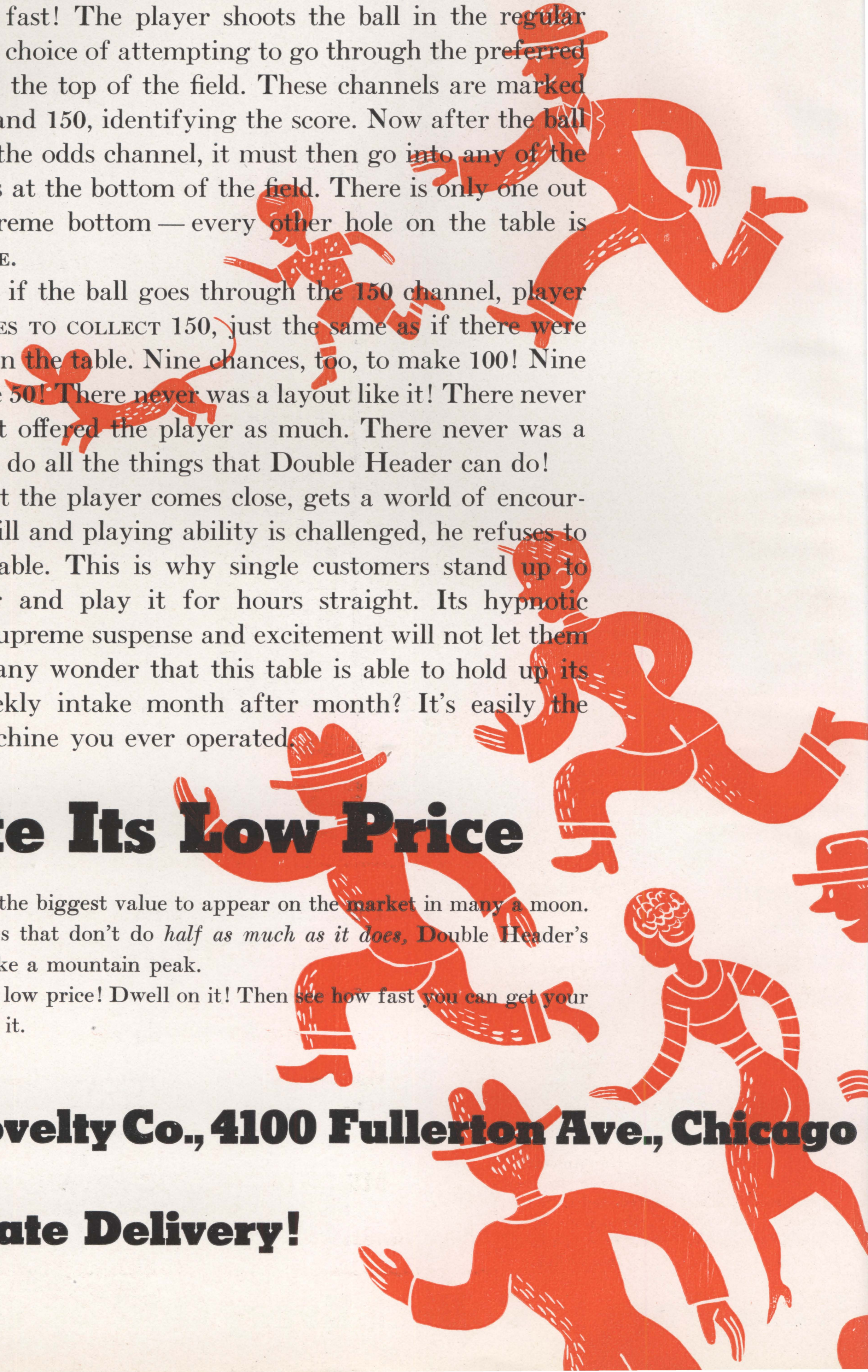
Here's where Double Header departs from the ordinary run of odds changing pay tables. Its odds change all right, every play is different, but the odds are not left to the mere spin of a drum, the PLAYER MAKES THE ODDS HIMSELF. The player, by his own individual skill and ability, is able to come close to controlling his own odds! A great chance for the player who practices on this


10
50
150
100
20
DOUBLE HEADER
10
20
150
20
10
50
10
10
100
SCORE
OUT
ONE BALL 5c ONE BALL

Nine Ways to Collect Every Odd on the Table

table (and practice means intake) and yet a player who never played Double Header before may be able to shoot the top odds of 150 *on his very first play!*

It's ONE SHOT FOR 5c, with large one-inch ball, and the play is extraordinarily fast! The player shoots the ball in the regular way and has his choice of attempting to go through the preferred odds channel at the top of the field. These channels are marked 10, 20, 50, 100, and 150, identifying the score. Now after the ball passes through the odds channel, it must then go into any of the NINE SCORE holes at the bottom of the field. There is only one out hole at the extreme bottom — every other hole on the table is EXTREMELY ALIVE.



For instance, if the ball goes through the 150 channel, player has NINE CHANCES TO COLLECT 150, just the same as if there were nine 150 holes on the table. Nine chances, too, to make 100! Nine chances to make 50! There never was a layout like it! There never was a table that offered the player as much. There never was a table that could do all the things that Double Header can do!

On every shot the player comes close, gets a world of encouragement, his skill and playing ability is challenged, he refuses to let go of the table. This is why single customers stand up to Double Header and play it for hours straight. Its hypnotic appeal and its supreme suspense and excitement will not let them go away. Is it any wonder that this table is able to hold up its $55 to $65 weekly intake month after month? It's easily the longest-run machine you ever operated.

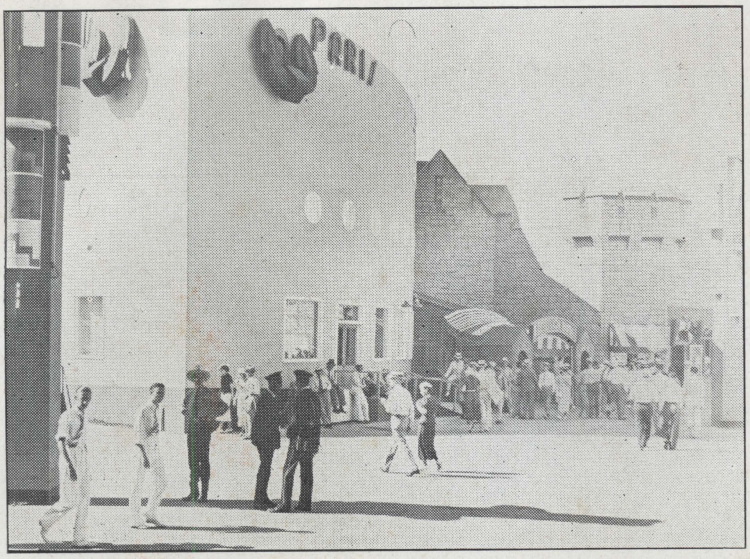
Note Its Low Price

Double Header is the biggest value to appear on the market in many a moon. Compared to tables that don't do *half as much as it does,* Double Header's value stands out like a mountain peak.

Just consider its low price! Dwell on it! Then see how fast you can get your money back out of it.

Mills Novelty Co., 4100 Fullerton Ave., Chicago

Immediate Delivery!



Streets of Paris on the Midway, Dallas Centennial

THE MIDWAY

(Continued from Page 19)

ters on an ice rink where at intervals throughout the day and night an ice floor show is presented.

It seems strange to sit there beside that ice and watch the ballet because now it is summer and the place is Dallas.

Believe It or Not—The Ripley Odditorium draws many thousands to see the collection of weird and stange people and objects brought from all over the world by Robert Ripley for the Exposition. It is impossible to describe them all here for Odditorium and its inmates are an exposition.

Streets of Paris—Gay Paree, as every good American envisions it, came to Dallas with the opening of the Exposition and runs the entertainment gamut from Rosie, the Ropespinner a la Sally Rand, to innumerable divertisements. The smartly sophisticated rendezvous is filled at luncheon and dinner, while throughout the day the crowds swarm through the streets of this village visiting the artists' studios, complete with models, and the many other places which make up this attractive spot.

Screeno—Next door is the Screeno Parlor, and all day long ambitiously hopeful folk play the game, while from the Show Boat across the Midway comes the melodies of the gay nineties.

Little America — Little America thrills many an expositioner, for it brings to Dallas a perfect representation of the world's farthest south colony, the Antartic base where Admiral Byrd and his men spent many months. It is all there. The equipment, dogs and the plane used by the last expedition with many interesting sidelights, make up one of the most interesting and genuine exhibits along the street of fun.

In almost every other city but New York, the visit of just one outstanding amusement attraction produces intense civic excitement. At Centennial Park the visitor finds every type of entertainment, not once, but many times. The whole exposition is one colossal manifestation of the best in the show business.

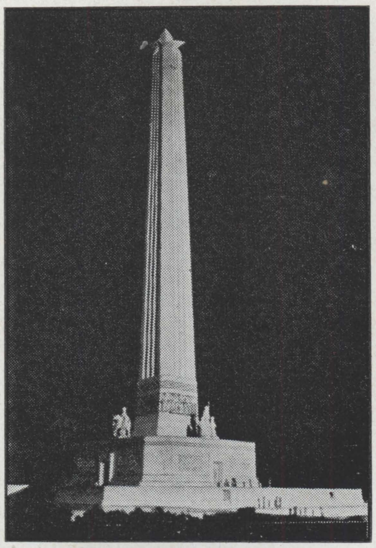
OHIO DISTRIBUTOR'S DAUGHTER MARRIES

Emmaline Thomas, beautiful daughter of Bill Thomas, Ohio distributor for O. D. Jennings & Company, was married on the evening of Saturday, June 6th. The lucky man was Dr. Chas. J. Griffin.

Hugh Burras, of the Jennings' staff, who attended the wedding, reports it was a most impressive ceremony, and Bill Thomas did himself proud in giving away his charming daughter.

After a two weeks' motor trip through the East, the bride and groom will return to their newly furnished home in Springfield.

Dr. Griffin is one of Ohio's best known and most successful veterinarians.



The $1,000,000 memorial shaft erected on the San Jacinto battlefield, near Houston, Texas, by the Federal and state governments and the city of Houston. The shaft is higher than the Washington monument. When you visitors from all sections of the country visit Texas this year don't fail to go to the Coast section where Houston is located and visit this port of Texas. Houston is one of Texas' finest cities.

MILLS NOVELTY COMPANY
SOFTBALL LEAGUE

Composed Entirely of Mills Employees

12 Fully Uniformed Teams

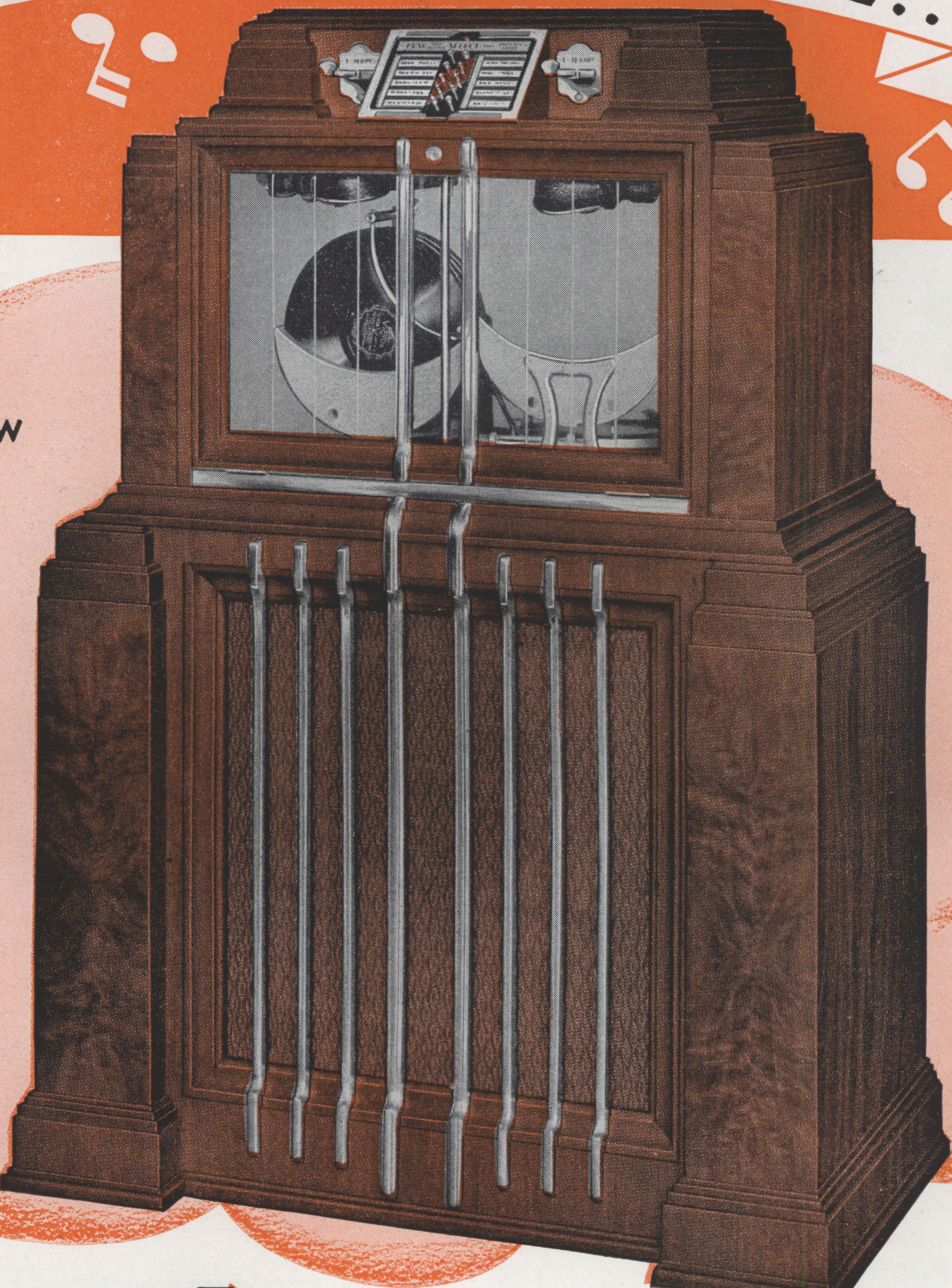
Play Every Monday and Wednesday Nights

This is the largest company sponsored league in the world
180 Men in Uniform

MILLS ATHLETIC STADIUM
Kilpatrick and Lake Streets—Chicago

Grand Stand Free Box Seats 10c

THE FINEST OF THEM ALL..



ORCHESTROPE
MODEL M 2 W

Orchestrope

**"THE PHONOGRAPH WITH THE
THOUSAND DOLLAR TONE"**

. . . THE PUBLIC . . . DEMANDS . . . GOOD MUSIC

The ORCHESTROPE

ATTRACTS AND HOLDS THE CROWDS

ADDRESS
JACK E. YEAGER
DISTRICT MANAGER
Office and Display
705 South Ervay Street
DALLAS, TEXAS

It takes more than a nice looking cabinet, a turn-table and records to make the MODERN phonograph.

A phonograph may, to all outward appearances, be a "thing of beauty" in the variety of its colors and the multiplicity of its gadgets, but if it is inferior in the reproduction of music, it is a failure. Customers do not put coins in a phonograph to look at the cabinet. They pay their money to hear GOOD music.

The ORCHESTROPE is first, last and all the time a MUSICAL instrument, noted for its exceptional quality of tone; for its unexcelled reproduction of music. The specialized engineering organization and the entire production facilities of the Capehart Corporation are devoted exclusively to the making of the world's finest phonographs. The result is the ORCHESTROPE, the creation of the best of modern skill and science in the field of music.

Crowds pay to play the ORCHESTROPE, for they like to hear its music—the finest there is. This means a steadily growing business—constantly increasing profits to operators.

Besides its superior musical performance, which is ALL-IMPORTANT, the ORCHESTROPE has many other advantages. For sheer beauty of cabinet it is second to none. Its combined multi-selector and program holder is unique, and simple and easy to operate. Coin slides, program holder and multi-selector are all conveniently located at the top of the cabinet. The ORCHESTROPE is truly the "tops" for with it operators are able to meet all competition; to hold present locations; to gain desired new ones; to make more money than they ever dreamed possible. WRITE TODAY FOR OPERATOR'S PROPOSITION.

THE CAPEHART CORPORATION, FORT WAYNE, IND., U. S. A.
Cable Address: "Capecorp"
World's Largest Exclusive Manufacturer of Automatic Phonographs

Visit historic Alamo in San Antonio, city of many beautiful old missions housing priceless relics

ATTACK PETITION TO REPEAL WIDE OPEN SLOT MACHINE LAW

Oklahoma City, Okla.—The referendum petition to repeal the "wide open" slot machine law was attacked by a handwriting expert before state supreme court referees.

B. B. Hickman, Duncan, the expert, testified that about 12,652 names on the petition had been invalidated because names of towns, the word Oklahoma and in many cases the names of the circulators had been written in the handwriting of two persons.

The petition has a total excess of only 7,992 names over the 31,000 required.

Frank Carter, secretary of state, who approved the petition at a hearing last autumn, was a spectator. He admitted that addresses had been written in on many of the petitions, but declared that a supreme court ruling holds that this may be done.

The petition is being attacked by Howard Miller, for the bell machine interests.

P. W. Holtzendorff and Marion J. Northcutt, referees, will make a fact finding report to the supreme court.

SAX'S AND BINDNER VISIT DALLAS

Mr. and Mrs. George D. Sax, their little son Sammie, and A. C. Bindner, special representative of Superior Products, Inc., spent the week-end in Dallas and attended the opening of the Texas Centennial. Mr. Sax, very much impressed with the Centennial, stated it was a counter part of the recent Century of Progress at Chicago, and from present indications would rival the Chicago show as an educational and entertaining exposition.

TESTING RAY'S TRACKS AUTOMATICALLY

You will see dozens of machines all busily operating by themselves, with the electric coin-chute going in and out as if by magic, and the nine horses galloping up the track and back in a never-ending "inspection sweepstake," if you will step in most any day at Bally Manufacturing Co.

These machines, according to Ray Moloney, president of Bally, are being given the "$100 test" prior to being shipped. "Each and every Ray's Track," says Ray, for whom the game was named, "is automatically operated the equivalent of $100 worth of nickel play. There is nothing on the machine that can wear out, so the test does not in any way affect it. But it will reveal any parts which may not have been perfectly adjusted, and enable us to correct it before the game is shipped. After each machine is run 2,000 times, it is again thoroughly inspected, re-lubricated and ready to go out and bring home the bacon for the many operators who are placing Ray's Tracks in all parts of the country. From reports we are getting, the $100 test is equivalent to a half day's play on the average location, while on many extra live spots the machine is actually netting that much profit daily."

MINNEAPOLIS JOBBER EXPANDS

By OSCAR OPSAHL

Hy-G is expanding. Hy-G is Henry H. Greenstein, whose Hy-G Games Company has been jobbing coin machines at 1641-43 Hennepin avenue, in Minneapolis for the past five years.

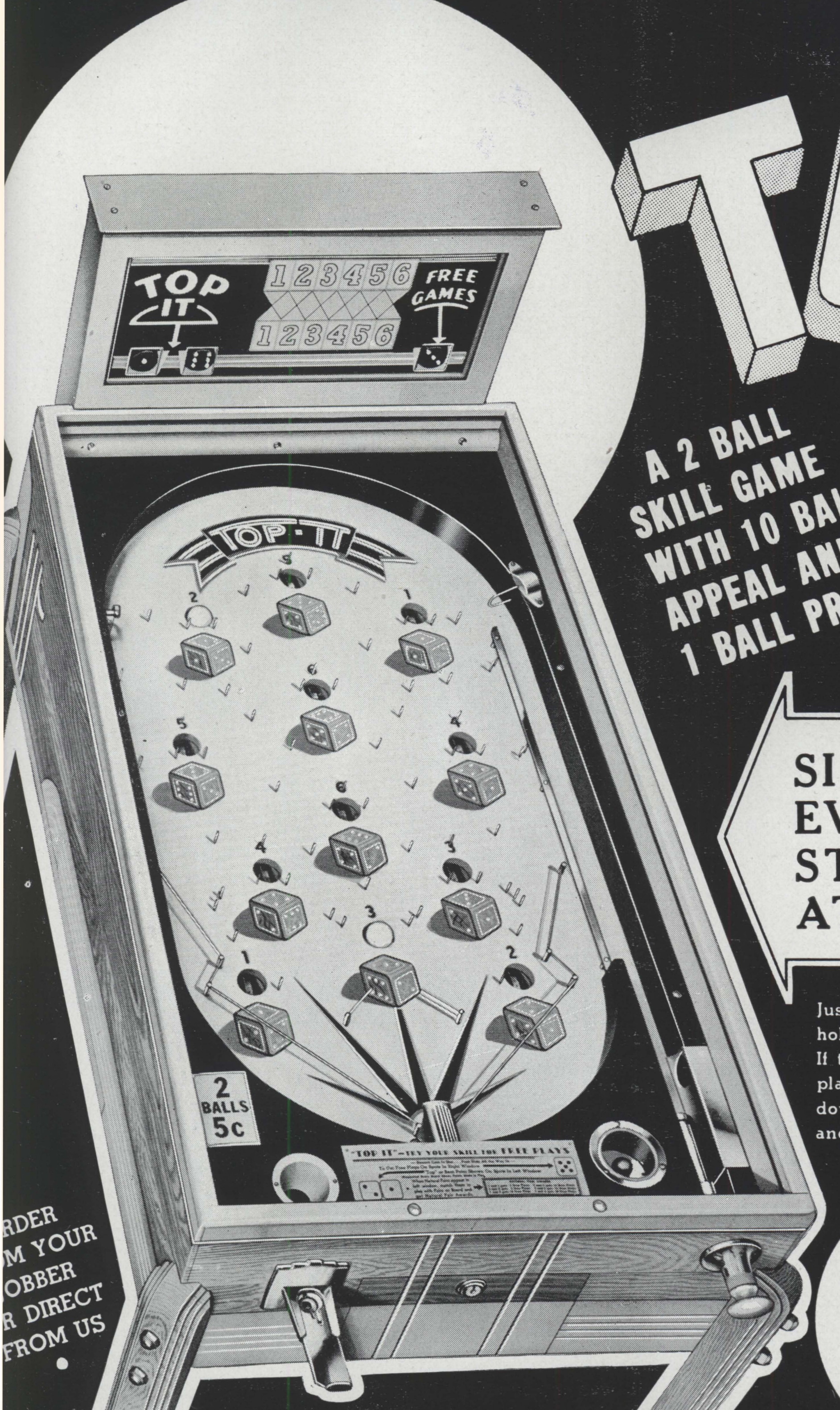
Recently he arranged for more space in the same building, and has taken over distribution of the J. P. Seeburg line of Symphonolas for the district made up of Minnesota, the Dakotas, Northern Wisconsin and Iowa.

Other music machine distributors, who had been established for some time, of course had the jump on "Hy." However, during the first two weeks he had the Symphonolas, he sold two carloads of them.

Andy C. Kehoe, Chicago, factory representative, has recently been in Minneapolis, instructing operators on servicing and operation of their new machines.

THE JUMPING DICE ON THE BACK RACK GIVE YOU THE POINTS TO "TOP" AND NUMBER OF FREE GAMES IF YOU DO!

TOP IT!


TOP IT
123456
FREE GAMES
123456
TOP-IT
2 BALLS 5c
"TOP IT"—TRY YOUR SKILL FOR FREE PLAYS

A 2 BALL SKILL GAME WITH 10 BALL APPEAL AND 1 BALL PROFITS

SIMPLE TO PLAY-- EVERYBODY UNDERSTANDS "TOP IT" AT ONCE!

Just two balls to shoot. When a ball settles in a hole the illuminated score board shows the score. If the total exceeds the point in the left window, player receives award on cube in the right window. Fast and fascinating for the player. Quick and big profits for you!

RDER
M YOUR
OBBER
R DIRECT
FROM US

$57.50

THERE'S NO GAMBLE WHEN YOU BUY AN A-B-T LOCATION TESTED... PROFIT PROVEN GAME!

A·B·T *Manufacturing Company*

3311-19 CARROLL AVENUE • CHICAGO, ILLINOIS

IT'S REALLY
COTTON PALACE

Photograph Courtesy Universal Productions—See "SHOW BOAT" at your local theater.

SYMPHONOLA "C" & "D" MODERNISTIC

Model "C"—Standard Equipment . . . 5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. 12 Record Selectivity.

Model "D" DeLuxe . . . 7 Tube High Fidelity Amplification . . . 2 Super Dynamic Speakers. 12 Record Selectivity.

SYMPHONOLA MODEL "B"

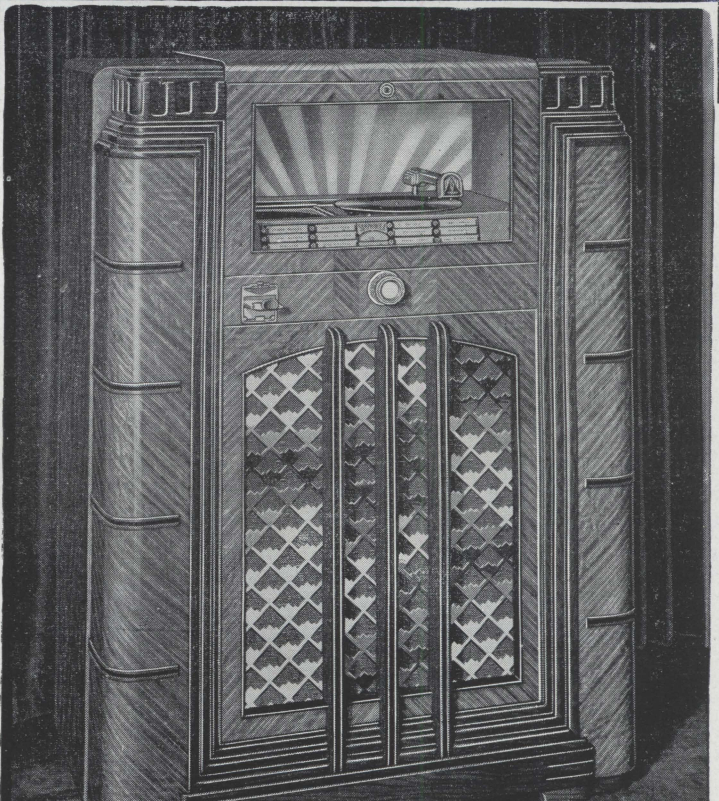
5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

SYMPHONOLA MODEL "A"

5 Tube High Fidelity Amplification . . . Super Dynamic Speaker. All Metal Chrome Finished Grille. 12 Record Selectivity.

SYMPHONOLA "F" SUPER DELUXE

3 Super Dynamic Speakers . . . 9 Tube High Fidelity Amplification . . . Designed to take Microphone Attachment with Extra Speaker for Public Address Systems . . . Orchestral, Vocal, etc. All Metal Chrome Finished Grille. 12 Record Selectivity.



MODEL "F" SUPER DELUXE

J·P·SEEBURG CORPORATION

1510 DAYTON STREET ◆ CHICAGO

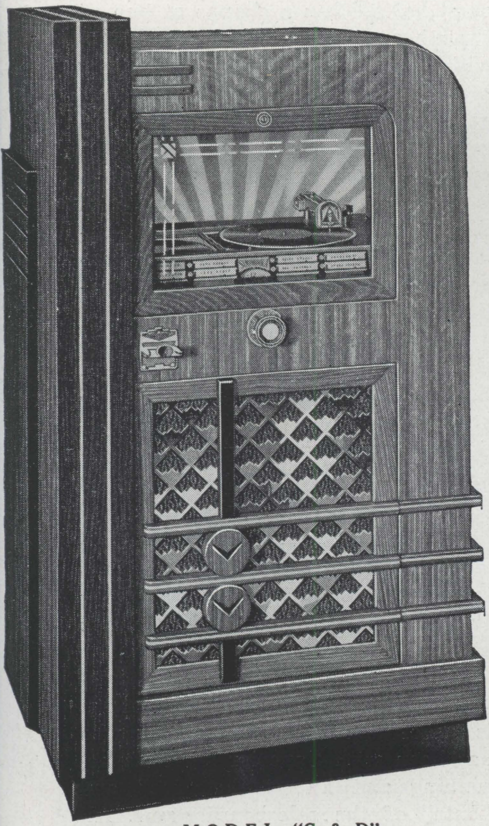
THE SEEBURG FRANCHISE

ROBESON!

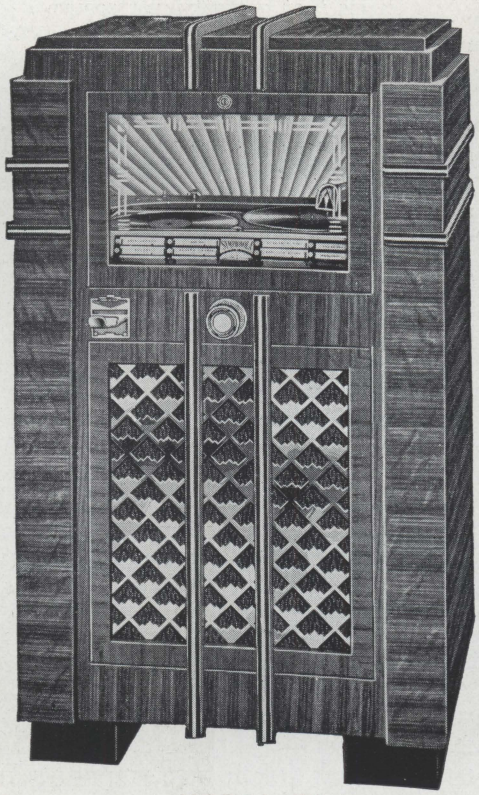
ON A SYMPHONOLA

TODAY, more than ever before, people are acquainted with the outstanding artists in the realm of music. They know, exactly, the voice of the great Paul Robeson when he sings Old Man River, Glory Road and the many other lovable renditions in his versatile repertoire.

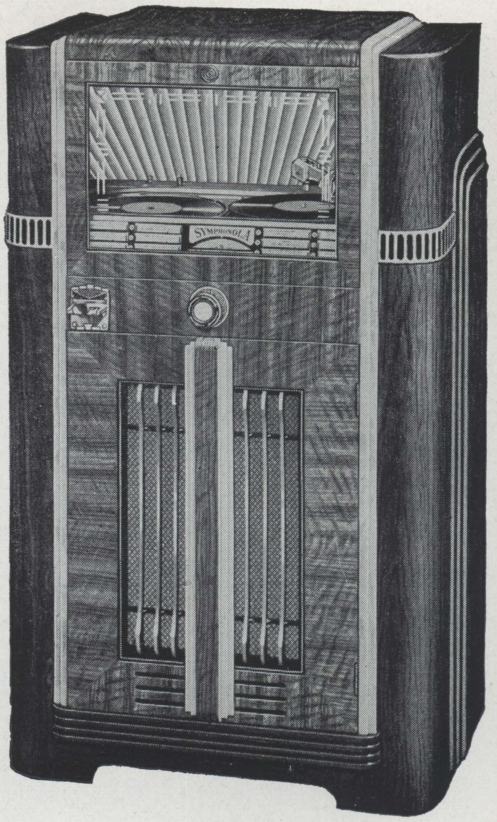
Quality of tone, is the value which distinguishes the true artist. Quality of tone is the value which predicates the superiority of Seeburg High Fidelity Symphonolas. The J. P. Seeburg Corporation was the first in the field to perfect High Fidelity (True Tone Control), in addition to most of the other features in the modern coin operated phonograph. This same leadership, backed by over thirty years of quality manufacturing, is maintained in the production of the magnificent line of High Fidelity Symphonolas.



MODEL "C & D"



MODEL "B"



MODEL "A"

SEEBURG HIGH FIDELITY

SYMPHONOLAS

Southern SEEBURG Representative

ELECTRO BALL COMPANY, Inc. Main Office: 1200 Camp Street, DALLAS, TEXAS

Oklahoma City, Ok.
527 N.W. 9th St.

Waco, Tex.
125 S. 7th St.

New Orleans, La.
517 Canal St.

Fort Worth, Tex.
1018 Jennings Ave.

San Antonio, Tex.
407 Main Ave.

Wichita Falls, Tex.
804 10th St.

Houston, Tex.
1706 Fannin

Memphis, Tenn.
593 Linden Ave.

IS MORE VALUABLE!

VENDING MACHINES ARE LICENSED IN CLEVELAND

The Cleveland City Council stepped into the long bloody history of attempts to control slot machines last night by voting 24 to 8 to license at $2 a month every lawful amusement vending device in the city. The favorable vote was recorded in spite of statements by Law Director Alfred Clum that legality of the ordinance was in doubt; that it was uncertain whether all the devices the ordinance proposes to license were in reality lawful and a statement by Council President J. Artl that "the proposal was the most important piece of legislation."

Councilmen who supported the ordinance argued that the machines are all over the city and if they are gambling machines why does not the administration drive them out.

The councilmen also argued that "the city should at least have some revenue from them." Councilman Anton Vehovec, sponsor of the ordinance which was amended by the Safety and Legislation Committee of the Council, chiefly at the request of Councilman Herman Finkle and slot machine representatives, pleaded for support of the ordinance "even though it is different from what I first put in."

Approximately 4,000 devices of the kind the ordinance proposes to license are estimated to be operating now in the city of Cleveland. Many of them automatically return tokens which are theoretically good for re-playing but which in many places, are actually redeemed by merchants for cash or merchandise. The devices include the so-called skill-games, automatic games like race-horses devices now in hundreds of stores.

The ordinance forbids the offering of prizes by store owners on the skill games which have no automatic device for the return of tokens. It specifies that owners must secure licenses and must file details, specifications, of the machine with the License Commissioner, who is virtually made the "Czar" of the slot machine industry here, by the ordinance. The legislation makes it unlawful to permit anyone of 18 or under to play the slot machines, except in an amusement place. Penalties for conviction of any section, are fines of $5 to $500.

Over 38 Cleveland distributors announced today that they were getting prepared to bring in thousands of new machines since these machines were finally licensed in Cleveland and Greater Cleveland proper.

J. S. K.

Tell the advertisers you saw their ad in AUTOMATIC WORLD.

EXTRA SPECIAL

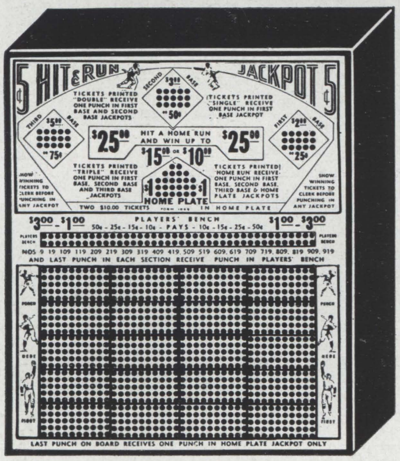
5 Wurlitzer P-10 Phonographs

All machines on location and guaranteed to be in perfect condition

$150.00 Each

One-third with Order

Birmingham Vending Co.
2117 Third Ave., N.—Phone 3-2327
BIRMINGHAM, ALA.


5¢ HIT & RUN JACKPOT 5¢
SECOND BASE $3.00 or 50¢
THIRD BASE $5.00 or 75¢
FIRST BASE $2.00 or 25¢
TICKETS PRINTED "DOUBLE" RECEIVE ONE PUNCH IN FIRST BASE AND SECOND BASE JACKPOTS
TICKETS PRINTED "SINGLE" RECEIVE ONE PUNCH IN FIRST BASE JACKPOT
$25.00 HIT A HOME RUN AND WIN UP TO $25.00
$15.00 OR $10.00
TICKETS PRINTED "TRIPLE" RECEIVE ONE PUNCH IN FIRST BASE, SECOND BASE AND THIRD BASE JACKPOTS
TICKETS PRINTED "HOME RUN" RECEIVE ONE PUNCH IN FIRST BASE, SECOND BASE, THIRD BASE & HOME PLATE JACKPOTS
$1 HOME PLATE $1
TWO $10.00 TICKETS IN HOME PLATE
SHOW WINNING TICKETS TO CLERK BEFORE PUNCHING IN ANY JACKPOT
$3.00 - $1.00 PLAYERS' BENCH 50¢ - 25¢ - 15¢ - 10¢ - PAYS - 10¢ - 15¢ - 25¢ - 50¢ $1.00 - $3.00
NOS 9 19 109 119 209 219 309 319 409 419 509 519 609 619 709 719 809 819 909 919 AND LAST PUNCH IN EACH SECTION RECEIVE PUNCH IN PLAYERS' BENCH
LAST PUNCH ON BOARD RECEIVES ONE PUNCH IN HOME PLATE JACKPOT ONLY

A HARLICH JUMBO BOARD

HIT AND RUN

No. 1049 - JACKPOT - 1000 Holes

WITH LATEST BASE-RUNNING FEATURE!

Players punching tickets reading "Single," punch in 1st base; "Double" in 1st and 2nd base; "Triple" in 1st, 2nd, and 3rd base, "Home Run" in 1st, 2nd, 3rd and Home Plate, with a $25.00 possible winner.

SMALL AVERAGE

BIG PROFITS

Takes in $50.00
Average Payout 18.88
Average Gross Profit $31.12

Price $4.49 each, Plus 10% Tax

Price includes easels and 6 fraud-proof tickets.

HARLICH MFG. CO.
1411 W. Jackson Blvd.
CHICAGO, ILLINOIS

BALLY 5-BALL GAME IN FULL PRODUCTION

Jim Buckley, sales manager of Bally Manufacturing Co., reports that original production plans have been revised to double the output of Sky-High, new Bally 5-ball payout or ticket game.

"A recent nation-wide survey conducted by Bally convinced us there was a considerable market for this type of game," Jim stated, "but the response to the first Sky-High announcement far exceeded our estimates.

"Operators have been quick to see the advantages offered by this popular priced game that has all the high-speed thrills of a 1-shot, plus the suspense of 5-ball play. Sky-High gives the player several chances to win on a single shot. Or, if he fails to make one of the 1-shot winners, he still has a chance at one of the other awards which can be scored with 2 to 5 balls. From 1 to 5 separate payouts are possible each game, with awards running from 10 cents to a $4 top. It's easy to see why operators report that Sky-High is not only getting a big play from the '1-shot fans' but is also bringing many former 5 and 10 ball players back in the ranks of pin-ball enthusiasts."

In addition to Sky-High, Bally is still running day and night shifts on Hialeah, Multiple, Ray's Track, Bally Baby and Reliance.

SUPERIOR OPENS NEW YORK OFFICE

In order to supply its Eastern customers more promptly the Superior Products, Inc., has opened a branch at 235 W. 42nd street, New York.

An announcement from the company states that the New York office is under direction of Max Sax who has been with Superior since its beginning and knows the "ins" and "outs" of the salesboard game. Although still a young man, Max is a veteran of the industry having gone through every division of manufacturing and distributing in Superior's products, both in the home office and on the road.

Operators in New York and vicinity are urged to inspect Superior's complete line at the New York office where the company's original policy, viz: "Positively no boards sold to locations" will be maintained.

This office, like the home office, will deal only with distributors and operators.

The Jobber's and Distributor's Place in the Coin Game Picture

By Ray Becker,

Sales Mgr., J. H. Keeney & Co.

IT HAS always appeared to me that the distributor or jobber of coin games occupied about the same position in the industry as do the ingredients in a sandwich. The distributor or jobber may be the "meat" of the situation, but whichever way you take it, they're bound to "get it" from both sides.

Mr. Manufacturer, naturally, is continually pushing the jobber or distributor for greater and greater sales. While on the other side, Mr. Operator is constantly working on his jobber or distributor for better and better prices. And Mr. Jobber or Mr. Distributor is always "in the middle."

And yet, the distributing or jobbing concern is today one of the most important—if not the MOST important—links in our present-day system of coin game manufacture and operation.

I am told that in the pioneer days of this business there were no coin game distributing and jobbing organizations as we know such concerns today. True, a number of fellows handle the early games in a jobbing way, but with no definite or fixed lines. Each distributorship or jobbing arrangement was made up with the introduction of each new game by the manufacturer. A jobbing or distributing concern might handle the Zilch Company's new game this time, while some other concern might handle the next Zilch's "winner" introduced two weeks later, and depending on what "deal" some distributor or jobber could make on that particular game with that particular factory.

In them thar days, operators bought direct from factories. It is still told on evenings around the Celtic Bar at Mrs. Sherman's famous Chicago hostelry, of how several factories, back in 1932 and '33, received operators' orders by the basketful.

During the last year in which this writer has sat at both an assistant sales manager's and a sales manager's desk, he doesn't recall having seen as many as five orders from operators during that time, and in the face of marketing and handling three of the country's biggest-selling games over that period. And even these orders were referred to jobbers and distributors in the territories from which the orders originated.

Thus, as you see and know, not only do factories today prefer to merchandise their games through distributing and jobbing channels, but the operators themselves are evidently convinced that their requirements are better served by making their purchases from these jobbing and distributing sources.

Personally, I cannot conceive of an any more satisfactory, efficient or practical method for a factory to merchandise its games than through the present-day distributor-jobber sales setup. And while not an operator, I also cannot see wherein an operator would be even as well served by his buying direct instead of through jobbing or distributing channels.

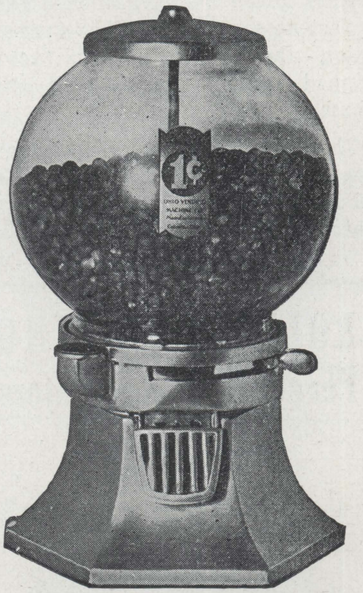
New Factors in Business

Several factors and elements now enters into the operation of coin games which did not exist in the earlier days. These factors not only justify the jobber's or distributor's place in the scheme of things, but also make the existence and preservation of such concerns absolutely essential to the presentation and territorial distribution of coin games to the operating trade.

One is the factor of USED games. In the pioneer stages there were no used games—all games were new. Consequently, the operator faced no problem of knowing what to do with such games if it was not possible for him to "trade in" his old or used pieces? The factory could not accept such "trade ins," and certainly the operator could not afford to advertise or circularize what few used games he might have to dispose of. However, he can now go to his respective jobber or distributor and immediately liquidate or trade in his used equipment.

To all intents and purposes, the jobber or distributor today serves as

OHIO MODEL, No. 50-A



Ohio Vending Machine Co.
Columbus, Ohio

◄ PIN GAME CHECKS ►

FOR

NO CASH VALUE

Payout Tables, Pin Games, Bells, Jack Pot Games, etc.
Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices
Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

a used game exchange whereby the operator can dispose of games he can no longer use to some operator who can, and through the intermediary of the jobber's or distributor's showroom and advertised used game list.

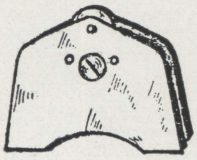
The second element, and to me one of the most important, is the advice and counsel which operators can secure from their jobber or distributor in the matter of what may be the best games for that operator to buy.

When the coin game idea was new all games "went" in any territory. Today, certain games may be extremely popular in one section and not so "hot" in another. The distributor or jobber, in touch with local preferences as he is, soon knows which of the many new games on the market are the best suited to the operating requirements of that particular section.

Likewise does the distributor-jobber combination network provide a dotting of a number of geographically convenient "display" points over the country which enable operators to see the very newest games as fast as express or other transportation facilities can get factory-shipped samples to dealer's showrooms.

This countrywide presentation of new games as afforded by the distributor-jobber system keeps the operator as well informed as to the latest offerings as though he lived next door to the factory.

ROLLER BEARING
Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, $5.40 per dozen, $40.00 per hundred. No shipments made without reasonable deposit.

M. T. DANIELS
1025-1027 University Ave.
Wichita, Kansas

Service Important Factor

Equally important as any of the above advantages provided to the operator by present-day jobbers and distributors is the repair and parts service made available to operators in the maintenance of their equipment. Most of such concerns stock the regular run of parts and accessories, so that the operator may keep all of his equipment running at full tilt without having various pieces down awaiting a new chute, tilting device or some other part.

Now and then some operator will visit this or that factory and state his intention and wish to buy games direct from the manufacturer.

Personally, I've always said to myself when such operators come to me, "Man, oh man, while I'll be glad to book your order, you'd be so much better off if you'd buy those games through your local jobber or distributor. Not that the game itself would be better, but some day you'll want to trade in that game, and if you've bought it from the jobber or distributor in your section he's going to grant you a so much better allowance, due to human nature and good business sense, than if the game has been purchased from some other source."

Usually the operator's wish to buy direct is also accompanied by the desire to secure lower prices.

Possibly the operator by so doing is able to bring such lower prices about (I wouldn't know about that), but if he is, he is making himself penny wise and dollar foolish, because there may be a certain amount of future servicing needed on that game later on, as well as a certain wanted trade in value. Then it would only be natural for jobber or distributor to favor any one with plus-service and a plus-allowance who had earlier favored him.

Essential Links in Industry

Truly, the distributor and jobber of coin games fills just as definite and essential a place in the industry's present-day sales and service structure as do like concerns in the automobile business. Do we visit or look to the factory offices at Detroit when we buy a new car? No, we depend on our local dealer or distributor in the inspection of the latest models of that make, and we patronize him; knowing, from past experience, that his counsel in the selection of a new car, in servicing it later on, and in trade in allowances when some day we may wish to turn our "old car" in, are in the end the most satisfactory and profitable procedure for us.

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

And operators everywhere are becoming more and more convinced in their own minds, and from past experience, that buying the game from local jobber or distributor is, after all, the most satisfactory and profitable practice for them. Especially is this true of the veteran and more successful operators over the country, who have long ago seen the wisdom and economy of such procedure in the purchase of new equipment.

Favor your local jobber or distributor, and in turn you'll find he'll favor you.

BALLY BABY NOW TRIPLETS—NUMBER GAME IS NEWEST ADDITION

Originally announced as "twins" or two machines in one, Bally Baby, world's smallest counter game, is now "triplets," according to an announcement just released by Jim Buckley, sales manager of Bally Manufacturing Company.

The latest game incorporated into Bally Baby is the Treasury Balance Numbers Game—the coin machine version of the game that has long been popular in all sections of the country. Insuring player popularity, Bally Baby Numbers Game pays 400 to 1 odds.

Operator or location takes any three numbers (either based on Treasury Balance or selected at random) and writes them on a separate piece of paper so that they appear through "windows" in the award card. The number may be changed every day, every week—or whenever desired. In fact, the player may choose his own number each game.

Quoting Jim Buckley: "Operators have been going plenty strong for Bally Baby in its "twin" form—the Penny Cigarette Game and the 5-10-25 Cent Trade Stimulator. Now that the Treasury Balance Numbers Game has been added, it's all we can do to produce Bally Babys fast enough to keep up with the demand. All indications show that Bally Baby's in for a long run."

Modern Vending Co. Makes Music Machine History

New York.—Modern Vending Co., known for the past four years as the "World's Largest Coin Machine Distributors," can now claim the title of the "World's Largest Users of Coin Operated Phonographs."

Immediately after the last convention at Chicago, Modern Vending Co. reversed the regular procedure of their business and entered into the use of music machines. After much deliberation and a thorough investigation they decided upon the new 1936 models, Wurlitzer-Simplex phonographs.

Their first order proved the largest ever placed in the coin machine industry. The order was for 1,040 of the new 1936 Wurlitzers to be used during the period of one year.

Present at the signing of this record were Nat Cohn and Irving C. Sommer of Modern Vending Co., and Homer E. Capehart and J. A. Darwin for the Rudolph Wurlitzer Mfg. Co. of North Tonawanda, N. Y. Both firms considered this event one of the most historical the industry has ever known.

But, to make the event an even more memorable one, Irving C. Sommer, who has just enjoyed an extended trip throughout this country and Mexico, returned to learn that the first commitment of the firm had already been fulfilled and that Nat Cohn had signed another order for 1,040 more Wurlitzer-Simplex phonographs.

It is believed by both Nat and Irving that this second contract will also be completed within the next four months. They base their belief on the fact that New York has just begun to actively enter into the use of the Wurlitzer-Simplex machines.

It is also their belief that they will use approximately 10,000 machines in this area before they will be able to state that the territory is fully covered with music machines.

Irving Sommer reported that one of the most interesting observations of his trip throughout the South, the Southwest, into deep Mexico where he was joined by Homer E. Capehart, to the Pacific Coast and back again to New York, was the fact that wherever he went, regardless of how large or small the city he found Wurlitzer-Simplex phonographs prominently leading the field and also learned from operators that they considered the Wurlitzer the greatest musical masterpiece in coin operated arrangement that the industry has ever known.

"This thoroughly convinced me," Irving said, "that the operators throughout the country agreed with our firm in the choice of the finest musical instrument in the history of this industry. I have never met with a more happy and prosperous lot of operators than those who have Wurlitzer machines on location.

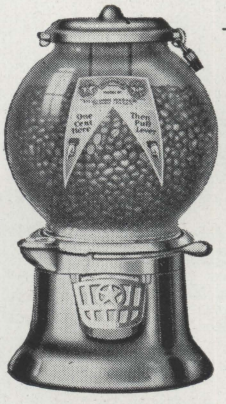
"I believe that they are going to continue to enjoy tremendous profits for years to come with the Wurlitzer, because of its beautiful appearance, the quality of tone, the perfect mechanism, the fine rendition of all music which it offers, and the great profit which can be earned, due to the selling arrangement of the Wurlitzer factory and especially the sales program adopted by Homer E. Capehart, and also because the name Wurlitzer itself is like a magic introduction to any location in this country, Mexico or Canada."

Nat Cohn and Homer E. Capehart celebrated the new order the other day at the beautiful offices of Modern Vending Company in this city where Homer said, "I believe that Modern Vending Company is even going to surpass the speed with which they cleared away their first 1,040 machines from the factory with this second order. I feel that if the boys continue the pace at which they are going at the present time, and according to advance notices from locations everywhere in this city for more Wurlitzers which daily keep pouring into their offices, that they will use up this next 1,040 machines within the ensuing 90 days time."

Nat Cohn stated that he not only was going to have Homer's words come true, but, that he personally was going to stimulate his entire organization to greater efforts than ever before, and with the help of J. A. Darwin and Homer E. Capehart also believes that they have every hope of exceeding their present schedule and perhaps using 5,000 ma-

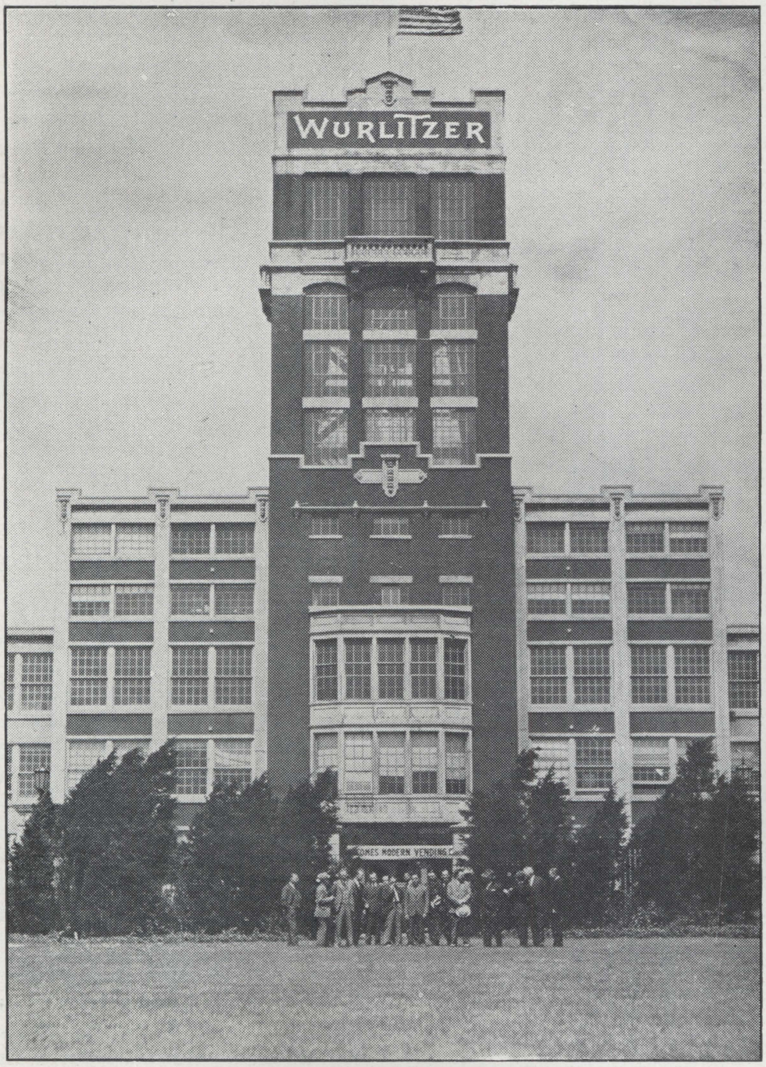
WURLITZER WELCOMES MODERN VENDING COMPANY

COLUMBUS
Model "M"
Peanut and Confection Vender



How long will your machines be productive? Why? Experiment? Eventually you will use Columbus Venders

F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS



MODERN VENDING COMPANY DELEGATION ON SPACIOUS GROUNDS IN FRONT OF GIGANTIC WURLITZER FACTORY— Gathered here are the officers of the Wurlitzer organization with the delegation that came up with Modern Vending Company of New York when Nat Cohn and Irving Sommer signed the world's largest order for music machines.

chines before the close of the year.

Modern Vending Company are also preparing an extensive drive which will acquaint every outstanding location here with the qualities of the new 1936 Wurlitzer-Simplex machines. The firm is preparing an elaborate brochure and also some record collection facts as well as a new system for operating which they feel will contain every feature which Irving Sommer noted in large music machine operations throughout the country and which will assure the realization of their goal of 5,000 Wurlitzers by the end of 1936.

THE PENNY KING
BALL GUM VENDOR
A REAL
MONEY MAKER
Distributors for
Texas, Oklahoma, New Mexico, Louisiana and Arkansas
FOLSOM & BROWN
2702-04 Ross Avenue
DALLAS, TEXAS
The Penny King System
C. RAY LASTER, Manager
12394 Roselawn Ave., Detroit, Mich.

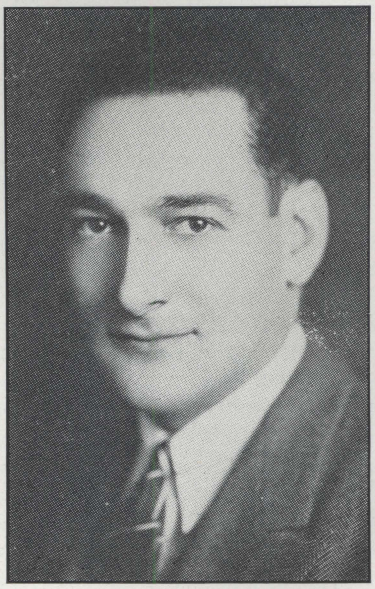
PARKING METER PATENTS

Oklahoma City, Okla.—According to reports from the offices of Fred W. Barnaclo, patent expert, 1716 N.W. 34th street, Carl Magee has been granted a patent for coin operated mechanism for parking meters while Noel Marshall Seeburg, Chicago, and William N. Woodruff and James A. Shelley of Houston, Texas, also received a design patent for a parking meter.

JERRY KAHN ACQUIRES ALL OUTSTANDING STANCOR STOCK

The Standard Transformer Corporation, recognized as one of the leading manufacturers in the transformer industry, is an Illinois corporation. Organized in July of 1930 by Jerome J. Kahn, C. R. Bluzat and two other financially interested individuals not actively engaged in the management of the corporation.

Jerome J. Kahn and C. R. Bluzat were recognized leaders in the transformer industry having been active in the organization and progress of the Transformer Corporation of America, while in the transformer manufacturing business and having severed their connections with T. C. A., on that corporation's advent into the set business.



Jerome Kahn

Mr. Kahn has been the active head of Stancor from its beginning; and is accredited with being responsible, to a large degree, for the present merchandising plans on replacement parts—having introduced the "exact-duplicate" idea to the industry.

In announcing his ownership of all Stancor stock he acquaints us with the fact that Stancor's facilities are among the country's best and most complete equipped transformer plants. On transformer production, built to manufacturers' specifications, Stancor is serving some of the country's largest set manufacturers as well as having a most extraordinary jobber setup on replacement parts.

Stancor also makes a line of electric fans and power devices for the electrification of pin games.

"Something to Give" The Location Prospect »

By H. R. Simpson,

"THE STIFFEST problem I run into in lining up new locations," confided to me a coin machine operator, "is making regular repeat calls on a prospect. After I have called two or three times, the prospect is too much disposed to regard me as a nuisance. The look on his face when he sees me is a dead give-away.

"I would call on prospects much oftener than I do if it were not for this problem. You are an expert on salesmanship. Give me the answer."

I am glad to answer this question, because it gets right at the heart of coin machine salesmanship. Get the facts concerning any coin machine operator anywhere who has exceptional coverage in his territory, and you will find that persistent salesmanship has been present. Some locations were lined up readily, and some others after two or three calls —but it is perseverance with the "difficult" locations—which, somehow, usually are among the best—that gets results. I grant that the problem is a real one.

The best solution I know is, "Give the prospect something on every call."

Ideal for this purpose are scratch pads. Most inexpensive plan is to print up a supply adequate for several months. The coin machine operator will have his printer, using job lots of stock, available for small amounts, produce pads with printed covers. The advertisement may have something like this, "Line up with a coin machine specialist! There's money in vending machines, if you make the right connection. We have the latest and best machines, the finest products, and we offer you a generous arrangement."

Below this should come the coin machine operator's name, and his address.

On each visit, the coin machine operator, or his representative, will pass out scratch pads. His first words may be, "I've come to leave you some more scratch pads. How many do you need?" The idea, of course, is to leave enough for about a month. Merchants and other business men will get into the habit of using the scratch pads on their desks, near the cash register, in other ways. The coin machine man never will be unwelcome, because he brings a desired gift.

The improvement on the plan just given, but one which is more expensive, is a calendar scratch pad. I have seen it used, to handle the problem the coin machine operator put to me, with wonderful success. The pads contain 32 pages and covers, a page for each day of the month. Size is 2⅔ inches by 5⅔ inches, which cuts well out of a popular size of paper stock. Job lots are used.

The advertiser uses each month a literary piece of one sort or another. For example, he may entitle the pad, "Firsts." Each page will have a paragraph at the top, under the date, two lines to eight lines in length, devoted to a local "first"—such as the state's first governor, the principal city's first big fire, the owner of the first automobile in the state (or city, or county), and other interesting "firsts," to be obtained from local histories, and other sources.

Each month, the "story" within is announced in large letters on the cover. Other titles may be, for example, "Baseball," "Fishing Trips," "Thirty-one Ideas to Increase Your Profits," "The Agricultural Industry."

It doesn't take a great deal of literary skill to get up the copy. The coin machine operator can find some friend with a gift for writing to do it for him, if necessary.

The calendar feature, plus the literary material, will make the scratch pad very popular. The coin machine man, or his representative, will be greeted on his visits with a smile.

Using this salesmanship device, the coin machine man should not "sell hard" on most visits. On some calls, he will say nothing at all about business—just pass the time of day. But one thing he can be sure of—the constant calls will "break down" the toughest resistance.

Here is a tip—very important.

Northwestern
3
COMPARTMENT
SELECTIVE
BULK VENDER
TO BE ANNOUNCED SOON!
Watch for it next month!

F. C. EWING CO.
The Operator's Friend
Southwest Distributor
Columbus Vending Machines
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

Don't pass up any prospects at all on your pad distributions! It is human nature to decide, of a location, "I stand no chance there!" Reasons for this conclusion may seem absolute. However, leave the scratch pads there just the same!

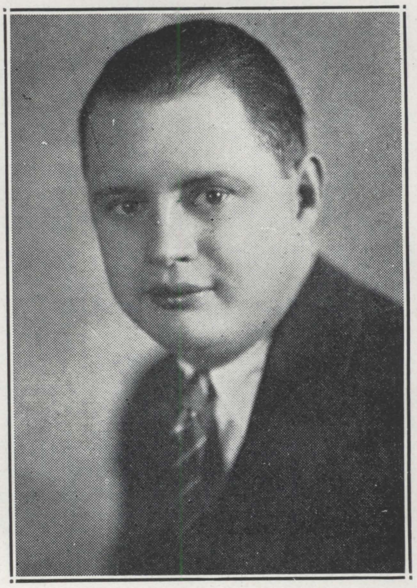
You will get the surprise of your life as, before long, one of the "impossible" locations comes through and lines up. It always happens when this "give something away" plan I have described is used.

The failing of most coin machine men is that they do not devote one fifth the attention to "cold stuff"—meaning prospects—as they should. It seems to be human nature to fight new territory until there is a going business, then spend the maximum portion of one's time with the friendly locations which are producing revenue.

On the other hand, I never knew a coin machine man who put the emphasis the other way, in a sense, constantly battering away at the prospects, who didn't make an unusual success.

F. C. EWING CO.
The Operator's Friend
Triple Cleaned Peanuts
Cashew Nut Meats
Fancy Grade for Vending Machines
ALL NUTS ROASTED AFTER ORDER RECEIVED
Write for Prices
AMERICAN CHEWING PRODUCTS
¾" and ⅝" Ball Gum
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.

HUBER COIN MACHINE SALES CO. RENTS MUSIC FOR FASHION EXHIBITS



JOE HUBER

Leave it to Joe Huber to show operators new and novel ways to make greater profits. He is doing it from day to day on all kinds of amusement games and now he comes along with an idea he has tried out in Chicago in operating music machines which has gone over big.

The best way to let you in on this idea is to let Joe tell it to you in his own words:

"I have rented several of my Wurlitzer-Simplex machines to companies holding fashion exhibits. Appropriate music is selected for the modeling for the models who strut their stuff when they model the various sport gowns, furs and what not.

"I have no difficulty in getting as high as $10 a day for a machine. As a rule the show runs about four days, so an operator could clean up on an average of $40 for four days on one instrument.

"Each time I worked this plan, it proved most satisfactory and the merchants have commented on the clarity of the instrument. In fact, some of the people who viewed the style shows thought an orchestra was playing behind the screen, as that is where we located the phonographs.

"At a recent style show here they modeled furs. I personally supervised the running of the machine and it was a pleasure to see the morels strut their stuff like a peacock to the various tunes of the phonograph, such as 'Lovely Lady in Blue'—and other pieces of this nature."

PIN-GAME HEADQUARTERS
There's a color and a sparkle about Hotel Sherman that appeals to pin-game men. They like its location right in Chicago's brilliant Rialto—they like its convenience to stores, offices, theatres, and all business contacts. The fine food, the comfortable rooms, and the low rates have a definite appeal. And when they drive—they like the fact that they can drive right into Hotel Sherman.
HOTEL SHERMAN
1700 ROOMS—1700 BATHS from $2.50
CHICAGO
HOME OF THE INTERNATIONALLY FAMOUS
COLLEGE INN
featuring the ICE CARNIVAL on 1,000 feet of REAL ICE

HOTEL SHERMAN TO ENTERTAIN NEXT SHOW

The Hotel Sherman at Chicago has again been selected for the annual coin machine exhibit and convention. Dates for the 1937 Show have been definitely announced by the NACOMM Committee in charge as January 11, 12, 13 and 14.

At a recent committee meeting N. Marshall Seeburg was elected chairman. This will be the third year that the coin machine show has been conducted under the direction of NACOMM, and the third year that Mr. Seeburg has served as chairman of the convention committee.

Operators, jobbers and distributors, as well as exhibitors, will be interested to learn that the committee is considering plans to restrict admission to the exhibit to actual prospective buyers. In past years the admission of the general public to the show has resulted in such a crowded condition that the operators have found it difficult to inspect the displays as carefully as they would like.

* * *

JIM BUCKLEY TELLS HOW ONE OPERATOR BOOSTED EARNINGS

Jim Buckley, sales manager of Bally Manufacturing Company, tells the story. It concerns an Indiana operator's experience with Bally Baby, said to be the world's smallest counter game.

"You're all wet," wrote this operator, "about that 2-in-1 stuff. I tried it, and couldn't get away with it. First I put the Baby up with penny play cigarette sale card, and it took in pennies so fast, I decided to go after bigger stakes. Well, I changed the machine and got a heavy play, mostly nickels and dimes but quite a sprinkling of quarters too. But the patrons kept asking for the cigarette game, and they pestered the location so much I finally switched back to penny play. And then they hollered because they couldn't play more than a cent. So I finally bought another Baby for the spot, put one up for each kind of play, and am getting a nice collection from each one. Shoot me down some of the new number tapes, etc. I'll change one of the machines over to that for a trial. Only trouble is they'll probably want all three games on the counter, but I should worry, as long as they get the play."

NUTS 5¢
NUTS 5¢
BALLY BABY
FACTORY SELECTS
NEFF'S Factory Selects
CIGARS 5 to 10¢

Although the Bally Baby Counter Game is sold with interchangeable tapes for different types of play, the owner of these machines found it profitable to have both types in operation on the same counter.

Jim Buckley adds that, "Bally Baby may be small, but it sure creates plenty of excitement wherever it's placed on location. The novelty of its tiny size alone is a great drawing card."

* * *

DAVE AND CHARLIE AT IT AGAIN

With the advent of summer comes the revival of the famous golf feud between Dave Gottlieb, president of D. Gottlieb & Co., and Charlie Rose of Frankel-Rose Co. Through secret channels we are informed that Dave has been busy all winter reading up on Bobby Jones while Charlie has been doing secret practice under the expert tutelage of Ray Espinosa, brother of the famous golf pro, Al Espinosa.

The warm weather should bring them together on the links very shortly in a deciding match so that associates in their respective firms can rest easily instead of trying to predict the outcome. Followers of Dave at the Gottlieb plant are willing to stack their very all that their "Pres" will come through, while those at the Frankel-Rose Agency are plugging for Charlie. But no matter who wins, the stories they'll tell should be good.

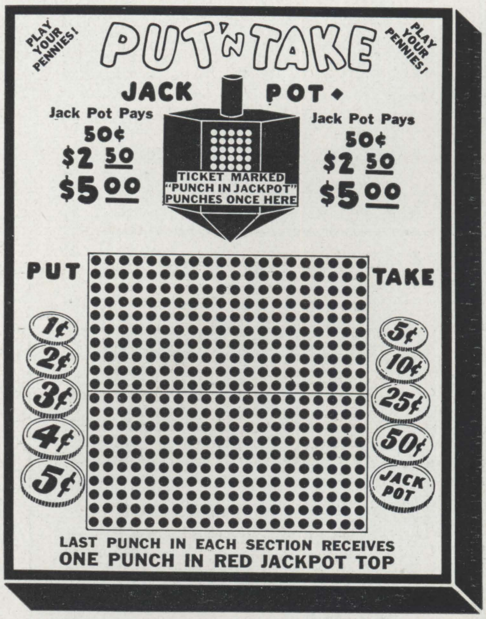
PUT 'N TAKE

400 Holes .... Form 3875
Takes in $15.00
Average payout .... $ 7.54
Price with Easel .... $ 1.10
Plus 10% Federal Tax

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320 Harvard Avenue Chicago, U.S.A.


PLAY YOUR PENNIES!
PUT 'N TAKE
PLAY YOUR PENNIES!
JACK POT
Jack Pot Pays 50¢ $2 50 $5 00
Jack Pot Pays 50¢ $2 50 $5 00
TICKET MARKED "PUNCH IN JACKPOT" PUNCHES ONCE HERE
PUT
TAKE
1¢
2¢
3¢
4¢
5¢
5¢
10¢
25¢
50¢
JACK POT
LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

Jack Nelson, New Sales Mgr. Rock-Ola Mfg. Corp. » » »

David C. Rockola, president of the Rock-Ola Manufacturing Corporation, announces that, effective immediately, Mr. Jack Nelson, formerly Chicago manager of the Billboard, is made general sales manager of the Rock-Ola organization.

VIKING SPECIALTY CO.
530 GOLDEN GATE AVENUE
SAN FRANCISCO
Jobbers Exclusively
Send 15c in stamps for the most complete vending machine catalogue ever compiled.

ADVANCE
VENDING
MACHINES
More Than 100 Models
Send for 1936 Catalogue
ADVANCE MACHINE CO.
4647 Ravenswood Avenue
CHICAGO, ILL.

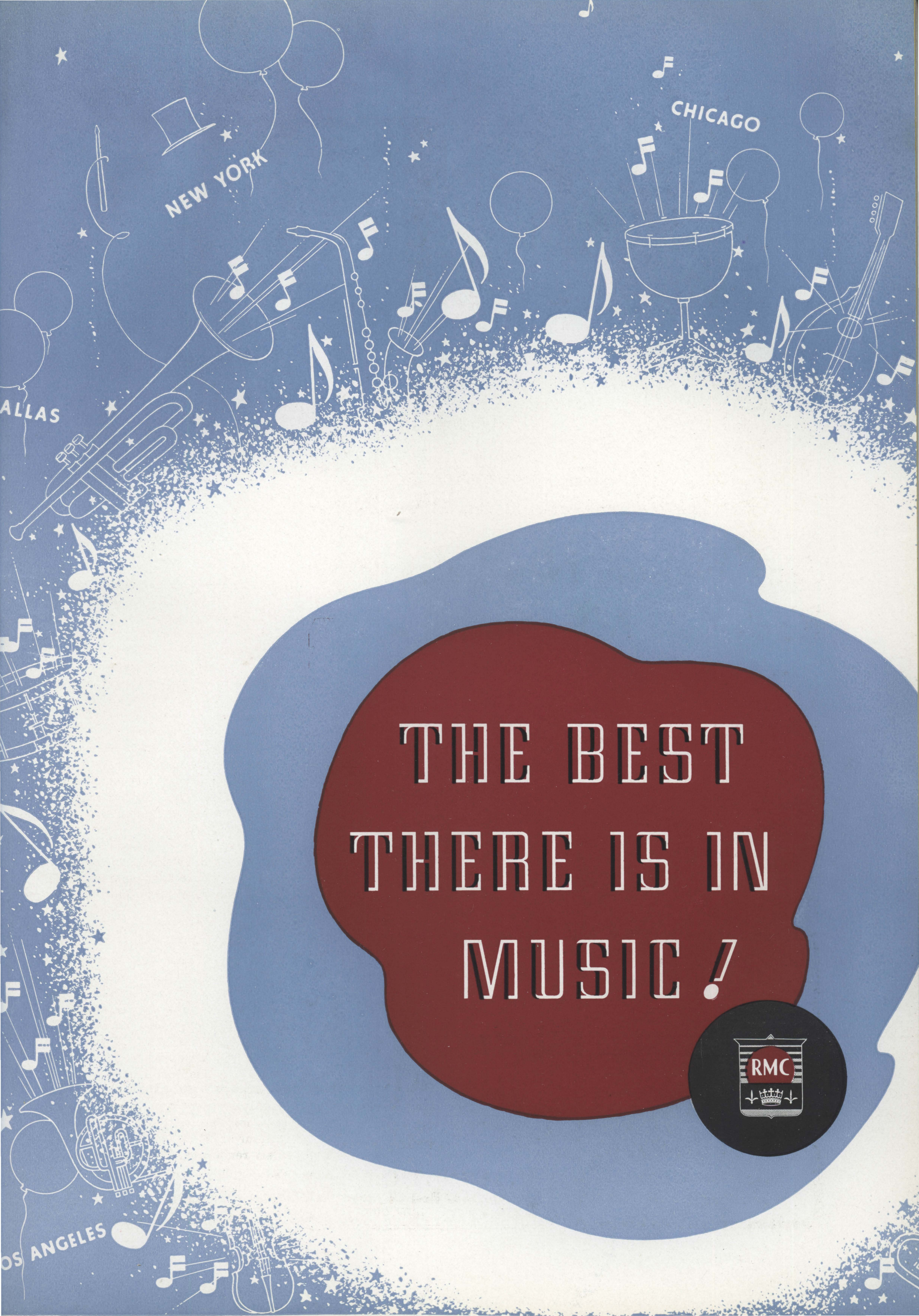
Jack Nelson is highly respected by those in the coin machine industry. He is thoroughly familiar with every phase of the business and every problem of the industry.

During his 21 years with the Billboard, Mr. Nelson has been an active participant in every step in the growth of the coin machine industry. He has watched its growth and expansion from the very beginning. And during all time time he has used his ability, foresight, personality, and experience for the good of everybody connected with the industry. Every one—manufacturer, distributor, jobber, operator — knows and respects Jack Nelson as a friend, and counselor, and as a man of keen judgment.

LEADERS ***FOR OVER 38 YEARS***
as **MANUFACTURERS**
Of Coin-operated Machines
HOME OF THE FAMOUS
"Electric Traveling Crane"
INTERNATIONAL
Mutoscope Reel Co., Inc.
516-20 W. 34th St. NEW YORK CITY

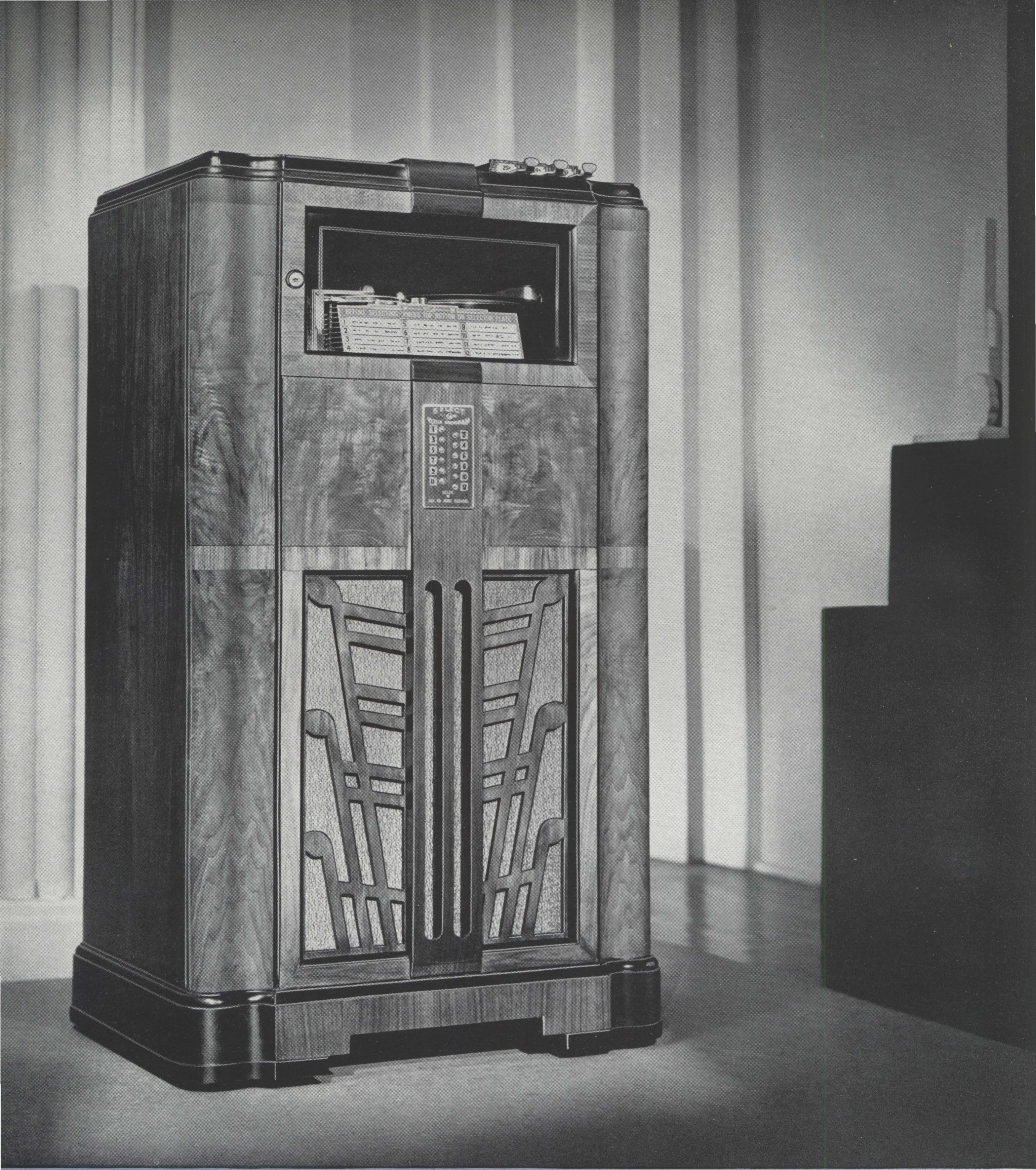
Naturally, during these 21 years with the Billboard, Mr. Nelson had the opportunity to watch many changes in the national distribution of coin-operated machines. He saw the pin game, as we know it today, come to the fore in the coin machine picture. And very early in pin game history, Nelson made a definite contribution to the permanent welfare of the pin game business. It was at one of the coin machine conventions that Jack Nelson made a speech in which he emphasized, for the first time, the idea of referring to pin games as amusement machines. Previous to that time, any coin-operated machine was referred to as a slot machine. However, due to the emphasis placed on the importance of identifying pin games as amusement machines, the previous unpopular term disappeared. Without a doubt, this fact alone has done as much as anything else to further the progress of the industry. And, as we now know, all the trade publications, the thousands of operators, the jobbers and distributors, and the manufacturers refer to pin games as amusement machines. In making this announcement to the industry, Mr. Rockola said: "In appointing Jack Nelson as general sales manager of the Rock-Ola Manufacturing Corporation, I feel that I am rendering a real service to every one in the entire industry. When I say that Jack Nelson is one of the most capable executives and one of

(Continued on Page 50)


NEW YORK
CHICAGO
ALLAS
OS ANGELES

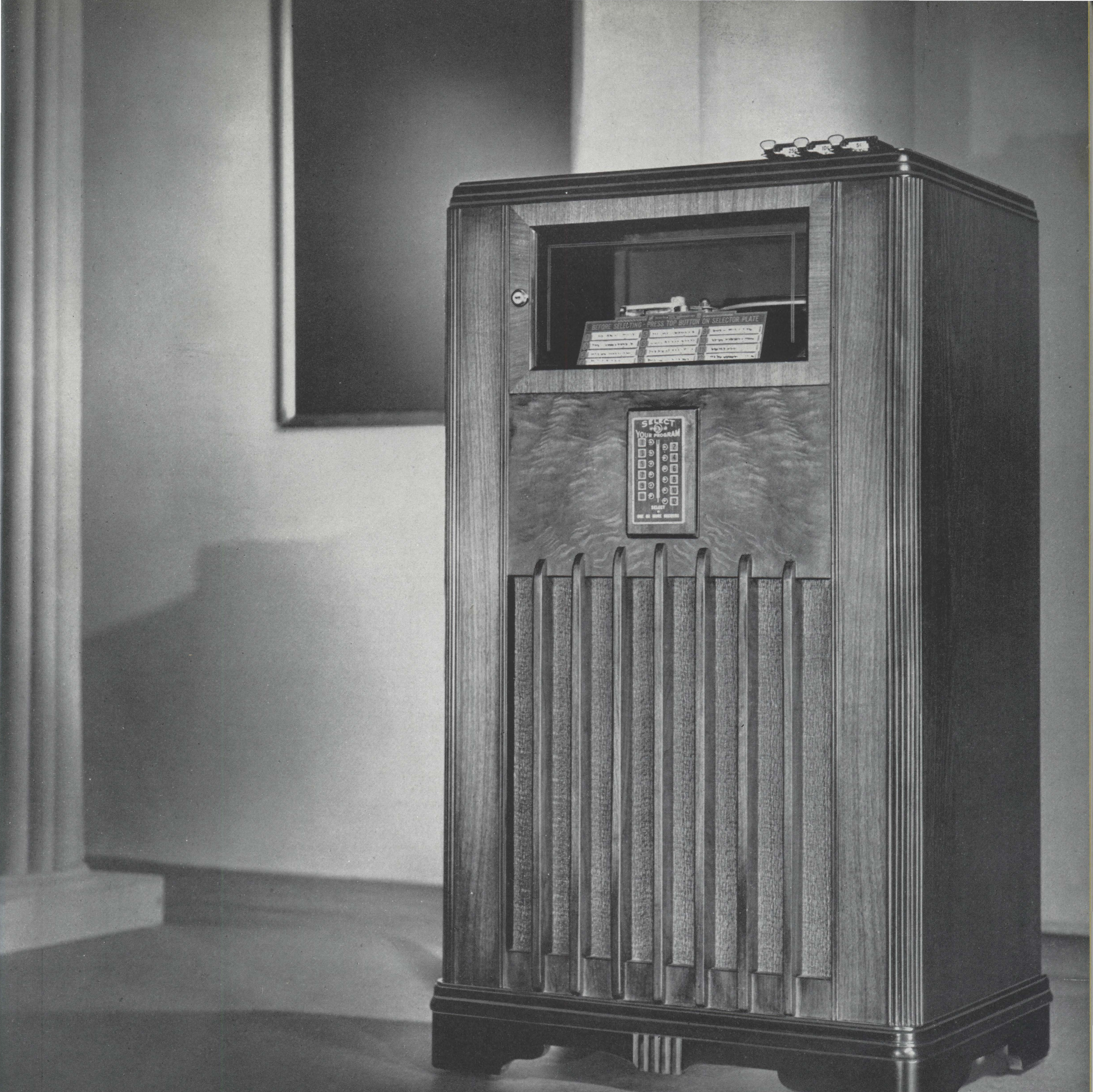
THE BEST THERE IS IN MUSIC!

RMC



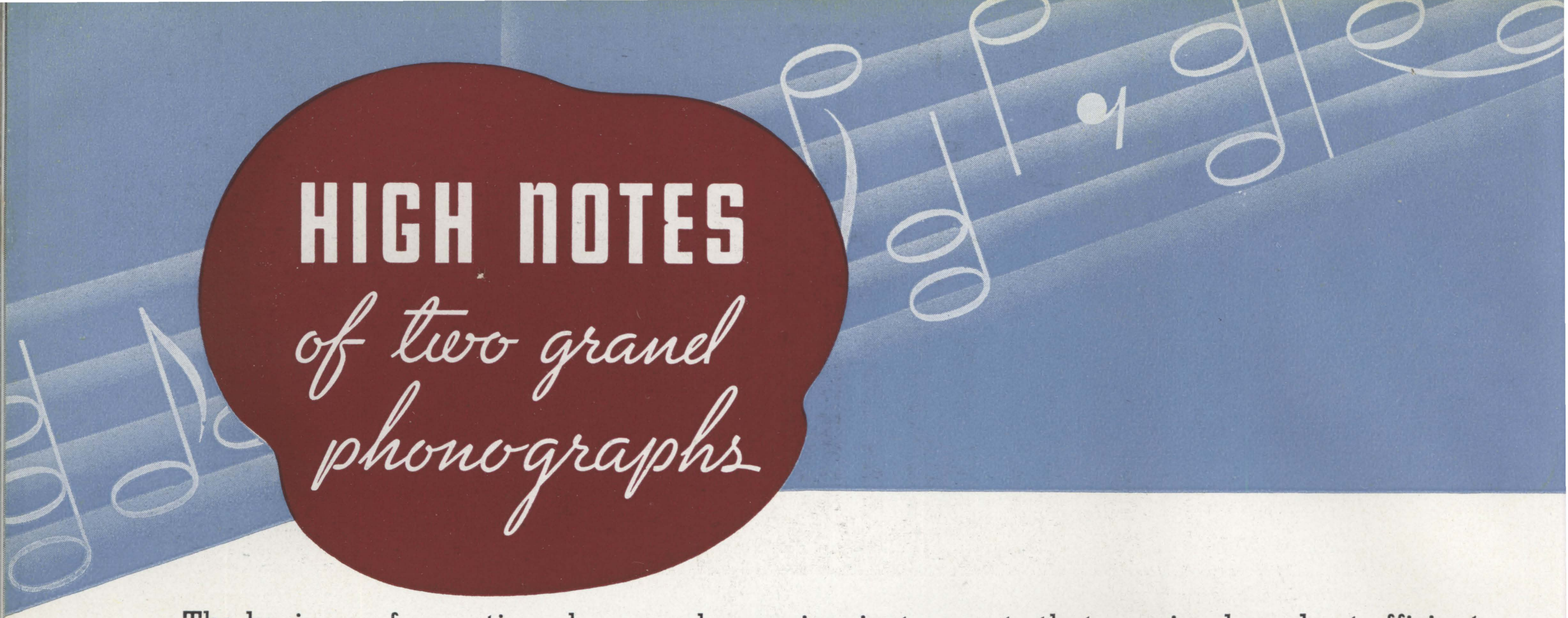
the Rock-Ola Regular

Experienced music operators recognize the ROCK-OLA REGULAR as being the most dependable instrument in the business. It is a job of real quality. Rich in every line. Distinctive. Outstanding. And it gives you every modern operating advantage. For example, it gives you the great multi-selective feature. The record chamber is alive with color. The tone is smooth and powerful. Unquestionably, the ROCK-OLA REGULAR is an instrument that never lets you down, always stands by you, and is a *regular* from the word go.


BEFORE SELECTING—PRESS TOP BUTTON ON SELECTOR PLATE
SELECT YOUR PROGRAM

the Night-Club

The most popular low-priced musical instrument in America is the NIGHT-CLUB! No other machine can touch it for price. And yet, the NIGHT-CLUB is swanky enough and smart enough to step out and go places for you. It is a silk topper at work-shirt prices. The NIGHT-CLUB makes a perfect phonograph for any location but, especially, for places that do not require quite so fine a job as the ROCK-OLA REGULAR. And to judge by the stream of repeat orders, the NIGHT-CLUB is one of the fastest-selling products in the industry.



HIGH NOTES

of two grand phonographs

The business of operating phonographs requires instruments that are simple and yet efficient. Hundreds of pages could be written, detailing the superior mechanical points of the Rock-Ola Multi-Selectors. However, the following major facts are sufficient to prove that Rock-Ola phonographs are the kind of phonographs you can easily and profitably operate:

Cabinets by Rock-Ola: All built in Rock-Ola's own huge, modern woodworking plant. In design and finish they are rich . . . beautiful . . . eye catching. Built with only extra heavy kiln dried lumber. Finished in smart combinations of walnut veneers. Hand rubbed to give a permanent, silken finish.

Perfect Size: Easy to handle. Takes little floor space. Dimensions —51 inches high, 29 inches wide, and 21 inches deep. Shipping weight, 290 pounds.

Alive with Color: The most fascinating light-up effects ever designed! The background in the upper compartment has a striking array of color, interspersed with silhouettes of dancing girls. This display can be illuminated even when the machine is not playing.

12-Record Multi-Selector: Permits the selection of any one record or a complete program. Plays consecutively if no selections are made. Selector panel is richly colored and illuminated. Just press the proper buttons and . . . presto . . . the chosen selections will play. Entirely mechanical . . . cam operated. There are no clutches. No adjustments.

Positive Mechanically Driven Trays: Mechanical delivery and return of each record tray is sure and positive. No springs are necessary in this type of construction.

Less Parts: ROCKOLA Multi-Selectors are known everywhere as "the phonographs with the simplest mechanism." Rock-Ola engineers have eliminated all unnecessary parts. That's why, when you take off the back door, it all looks so very simple! There is nothing to jam. Nothing to wear out!

One Positive Cam Movement: The entire changer mechanism is controlled by a single cam assembly. Simple . . . nothing to get out of adjustment. The cam is worm-driven by a V-belt from the power motor. Both cam and worm gear are of tough metal, instead of fragile bakelite or composition.

Dual Motors: Control motor is designed for the changing of records only, while the turntable motor is specially designed to give a 100% noiseless, smooth, even-running turntable. Regardless of voltage variation, the turntable always runs at the same even speed. Dual-motors eliminate the need for clutches and other unnecessary parts. The Dual-motor feature is one of the outstanding ROCKOLA points of superiority!

No Vibration: By the scientific use of rubber mountings and insulation throughout the ROCKOLA Multi-Selector, all the vibration usually found in ordinary phonographs is eliminated. This insulation, combined with the use of Dual-motors, is greatly responsible for the perfect tone quality.

Micro Sensitive Switches: The use of the famous Burgess Micro Switch, known and respected by experienced music operators the country over, is an example of the high quality of every part of the ROCKOLA Multi-Selector. There can never be burning or sticking of contact points in the use of this switch.

Record Tripping Switch: Found exclusively on ROCKOLA Multi-Selectors! Prevents the continued playing of one record by moving the tone arm over again, after it has played part of the record. You get one full record of music—no more! Ruggedly built. Simple. No hair-trigger adjustments.

Super Fidelity Tone: Rich . . . clear . . . deep . . . and powerful. True, perfect tone quality! The only automatic phonograph to have an isolated tone chamber . . . full floating speaker baffle . . . exclusive crystal pickup . . . permitting true, lifelike, full-range reproduction of every type of recording. Outside volume control. Inside tone control.

Lightweight Crystal Pickup: Doubles the life of your records and needles. Weighs only 3 ounces. Has no moving parts. It is hermetically sealed in a Bakelite case. Not affected by dampness, dust, salt air, or other weather conditions. Guaranteed unconditionally for one year. Recognized by experts as the last word in pickups. Pioneered by Rock-Ola.

The Rockola Amplifier: Output is 15 clean, undistorted watts. It is by far the simplest and most efficient amplifier, of similar output, ever produced. This is due mainly to the use of the new 6B5 tube, pioneered by Rock-Ola a year ago, and since universally accepted by the radio industry as the best output tube ever designed. The amplifier is equipped to handle extra speakers.

Rockola Speaker: Extra-size, heavy duty 12 inch speaker. The finest money can buy.

Full Floating Baffle: An exclusive Rock-Ola feature! The ROCKOLA speaker is mounted on a heavy, plywood baffle board which is floated on an ingenious webbed mounting assembly, completely separating the speaker and baffle unit from the cabinet. This full floating construction eliminates all cabinet noises and vibration, and assures perfect undistorted music.

Multiple Coin Chute: Takes nickels, dimes, and quarters. It is conveniently located on top of the cabinet where anyone can see it, and where it is easily accessible. The most efficient and simple chute of its kind. Monarch style.

Special Colored Cabinets: Choice of Empire Green, Mulberry, or Chinese Red at small additional cost.

Special Current: Standard models operate on 110 Volt, 60 cycle A.C. Available for D.C. at small additional cost.

It is no secret that the ROCK-OLA REGULAR and the NIGHT-CLUB are the two best selling musical instruments in the coin machine industry. This means that, despite mass production, prompt shipment can be made only on orders promptly received. For this reason, it is advisable to write, wire, phone, or come in today!

ROCK-OLA MFG. CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO, ILLINOIS, U. S. A.

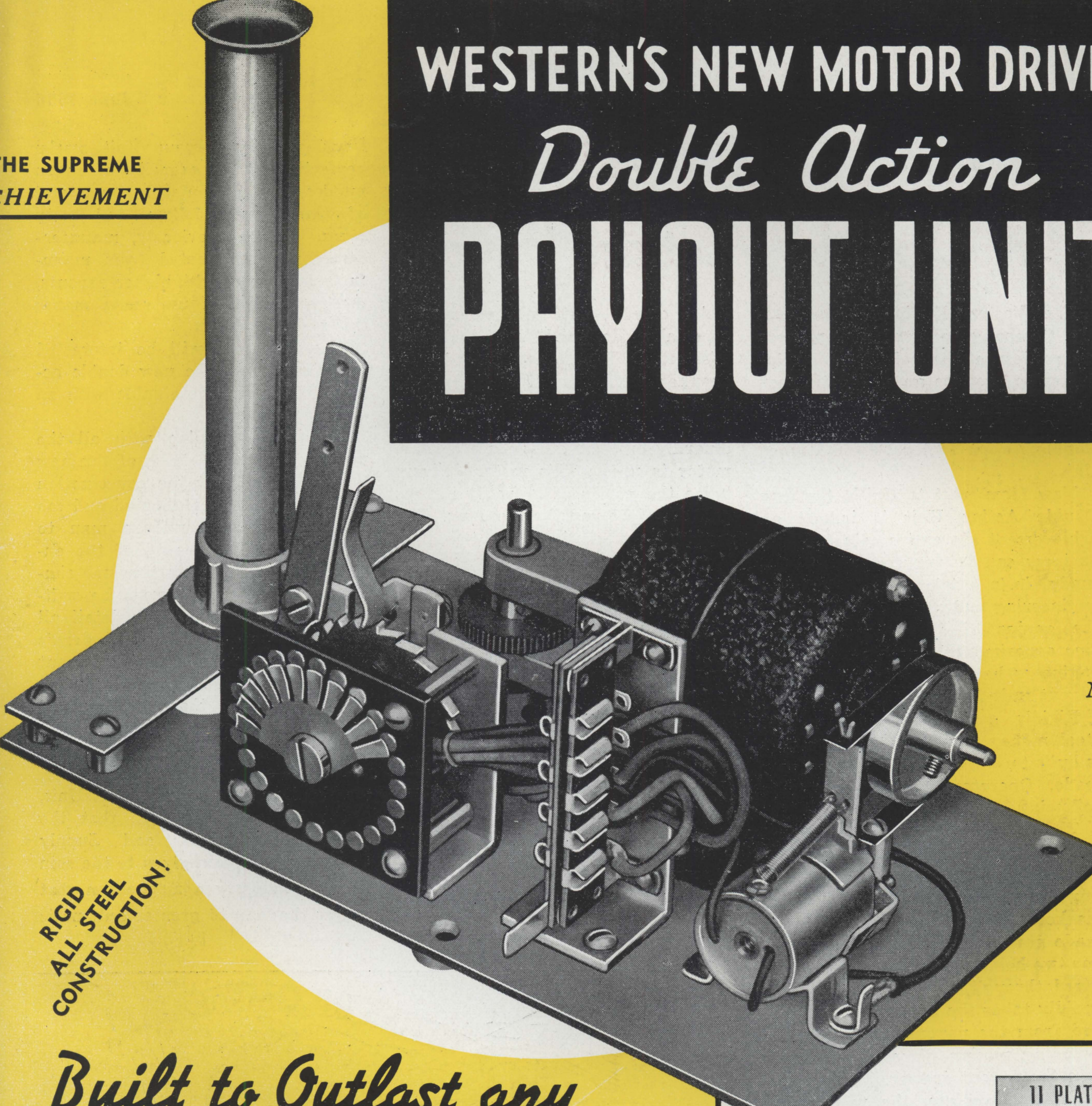
RMC

PRINTED

The best there is in music

WESTERN'S NEW MOTOR DRIVEN
Double Action
PAYOUT UNIT

THE SUPREME
CHIEVEMENT



UNLIMITED COIN TUBE LOAD

Manufacturers!
Unit Can Be Supplied With Electrical Reset

RIGID ALL STEEL CONSTRUCTION!

Built to Outlast any game ever made!

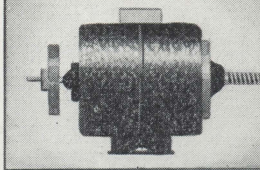
Months of intensive research, backed by an experience of building thousands of payout units, has enabled WESTERN engineers to offer you the perfect WESTERN MOTOR DRIVEN DOUBLE ACTION PAYOUT UNIT. The rigid all steel construction and the sturdy simplified assembly of new proven mechanical features, is your positive assurance that this new WESTERN UNIT WILL OUTLAST ANY COIN OPERATED MACHINE BUILT!

POSITIVELY JAM PROOF—CLOG PROOF—FOOL PROOF—ACCURATE!

Illustrated on the right are a few of the outstanding features of the new Western Unit. These features, combined with many others, absolutely insures a mechanism that is positive, accurate, jamproof, clogproof and foolproof. Remember! Your automatic payout machines are only as good as their payout units!

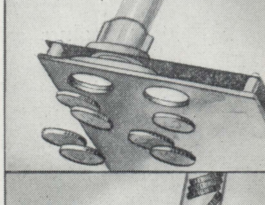
Insist on WESTERN'S New Motor Driven Double Action Payout Units in all Your Payout Games!

11 PLATE MOTOR

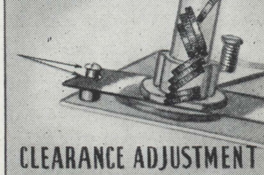


Specially designed 11 plate motor. DELIVERS TWICE THE POWER OF ORDINARY MOTORS and runs half as long. Functions perfectly under full loaded payout tube.

DOUBLE ACTION

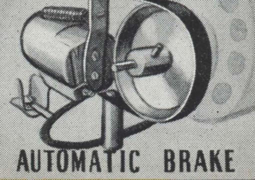


The only Double Action Payout Unit Made. DISPENSES COINS TWICE AS FAST as any other motor driven type unit on the market.



CLEARANCE ADJUSTMENT

Insures correct payout of coins. Tilted coins, bent, linoleum, paper, or cellophane slugs will not jam or clog because this DEVICE AUTOMATICALLY ADJUSTS ITSELF TO ANY THICKNESS.



AUTOMATIC BRAKE

The first Automatic Brake ever used. This outstanding feature ABSOLUTELY INSURES PERFECT RELOADING after each payout.

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE CHICAGO, ILL.

Big Automatic Achievment in Double Action Payout

The Western Equipment and Supply Company, one of the pioneer companies in the coin machine industry to produce an automatic payout unit, gives out this announcement of the production of their new Double Action Motor Driven Payout Unit.

New from start to finish, the new Double Action Unit is indeed an achievement the entire coin machine business can be very proud of. Actually, it is a triumph of electrical engineering and a sterling tribute to the genius of "Jimmy" Johnson's fine experimental department. These engineers have worked on this new payout unit for over two years.

Rigidly constructed of the best steel money can buy, the new unit is built to outlast any pin game ever made. Operators will appreciate the following outstanding features:

The new payout unit is called Double Action because it actually dispenses the coins twice as fast as any other motor driven unit on the market at the present time. This is made possible by a steel release that has two holes the size of a coin punctured through it. This steel release rapidly takes the coin which is dropped from the payout tube, and in a swinging motion dispenses the coin into the payout drawer. Before this action is complete, the release has another coin in the other coin hole and drops it into the payout drawer.

The automatic clearance adjustment is one of the greatest features of this new Western payout unit. This part of the mechanism is so designed that regardless of whether it is a bent lead slug, paper slug, linoleum slug, cellophane covered slug, or any other type of slug that commonly jams and clogs the ordinary payout unit, the automatic clearance adjustment automatically adjusts itself to the thickness of the slug and dispenses it into the payout drawer. This feature makes it absolutely impossible to jam or clog or in any way disrupt the mechanical action of the machine. Operators know that very often if the coins fall into the payout tube and land standing, leaning, or cocked, it will jam up the unit. Because of the automatic clearance adjustment feature and the double action release this is impossible.

An eleven plate electric motor, especially designed for the new Western Double Action Payout Unit supplies the power. This is the first time an eleven plate electric motor has been used in a payout unit. Ordinarilly only an eight plate electric motor is used. This motor delivers twice the power of ordinary motors and therefore runs half as long. The motor in connection with the driving mechanism moves the release with such force that it is physically impossible to hold the release still. This is an added assurance that the new Western Double Action Motor Driven Unit will not jam or clog.

Another major development is the automatic brake. This is the first time an automatic brake has been used in any payout unit. This feature absolutely insures perfect reloading after each payout.

The greatest trouble operators have with many of the motor driven payout units now on the market, is their inability to function with a full loaded payout tube. By actual tests, tried time and time again, Western's Double Action Payout Unit works perfectly with a capacity of seven hundred and fifty nickels for a total of thirty-seven dollars and fifty cents. Where previously, manufacturers were prevented from manufacturing games with higher payouts, the new Western unit now makes this possible.

Manufacturers will be interested in learning that the new double action unit is also obtainable with an electrical reset.

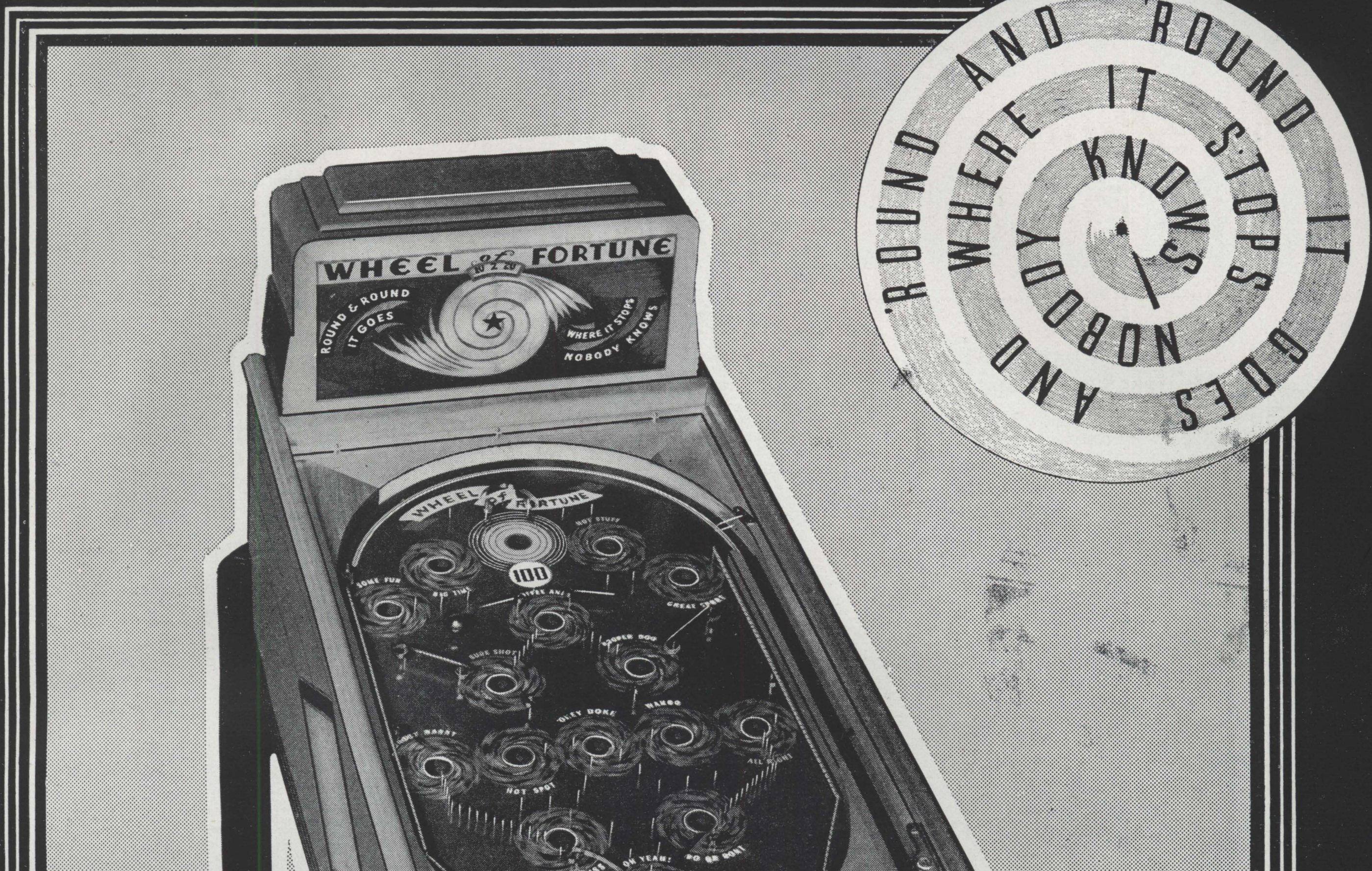
One could imagine with all the many marvelous features of this new Western unit, that the construction would be highly complicated and too technical for the average man to understand. The beauty of the entire mechanism is its unusual simplicity. Many pages could be written explaining in greater detail all the advanced features Western's Motor Driven Double Action Payout Unit incorporates. However, "One look is better than a thousand words," concludes this interesting announcement, "so we suggest that at your earliest possible convenience, see the Double Action Payout Unit, and you, too, will agree that the Western Equipment and Supply Company has again given to the coin machine industry a mechanism that proves the way to greater automatic progress."

VACATION CITIES INCOMPARABLE!
San Antonio and Corpus Christi! Where glorious sunshine, the blue of the Gulf, and every outdoor sport invite you to play the year around. And at each city a truly fine hotel home with rates surprisingly low.

JACK WHITE, *Operator*

PLAZA
HOTELS

SAN ANTONIO
AND
CORPUS CHRISTI
TEXAS


'ROUND AND 'ROUND IT GOES AND WHERE IT STOPS NOBODY KNOWS
WHEEL of FORTUNE
ROUND & ROUND IT GOES
WHERE IT STOPS NOBODY KNOWS
WHEEL OF FORTUNE
100
SOME FUN
BIG TIME
GREAT SPORT
SURE SHOT
OKEY DOKE
HOT SPOT
ALL RIGHT
HIT OR MISS
OH YEAH!
DO OR DONT
10 TO 100

● The 1 ball in any pocket spins THE WHEEL OF FORTUNE—if it stops on a winner—machine automatically pays out as high as 20 coins—if the ball drops into the $1.00 or 10c to $1.00 pockets player automatically receives that award—WESTERN'S NEW MOTOR DRIVEN AUTOMATIC PAYOUT UNIT—beautiful de luxe 24″ x 50″ cabinet—immediate delivery guaranteed.

$125.00 STANCOR UNIVERTER EQUIPPED BATTERIES OPTIONAL—CHECK SEPARATOR IS ADDITIONAL

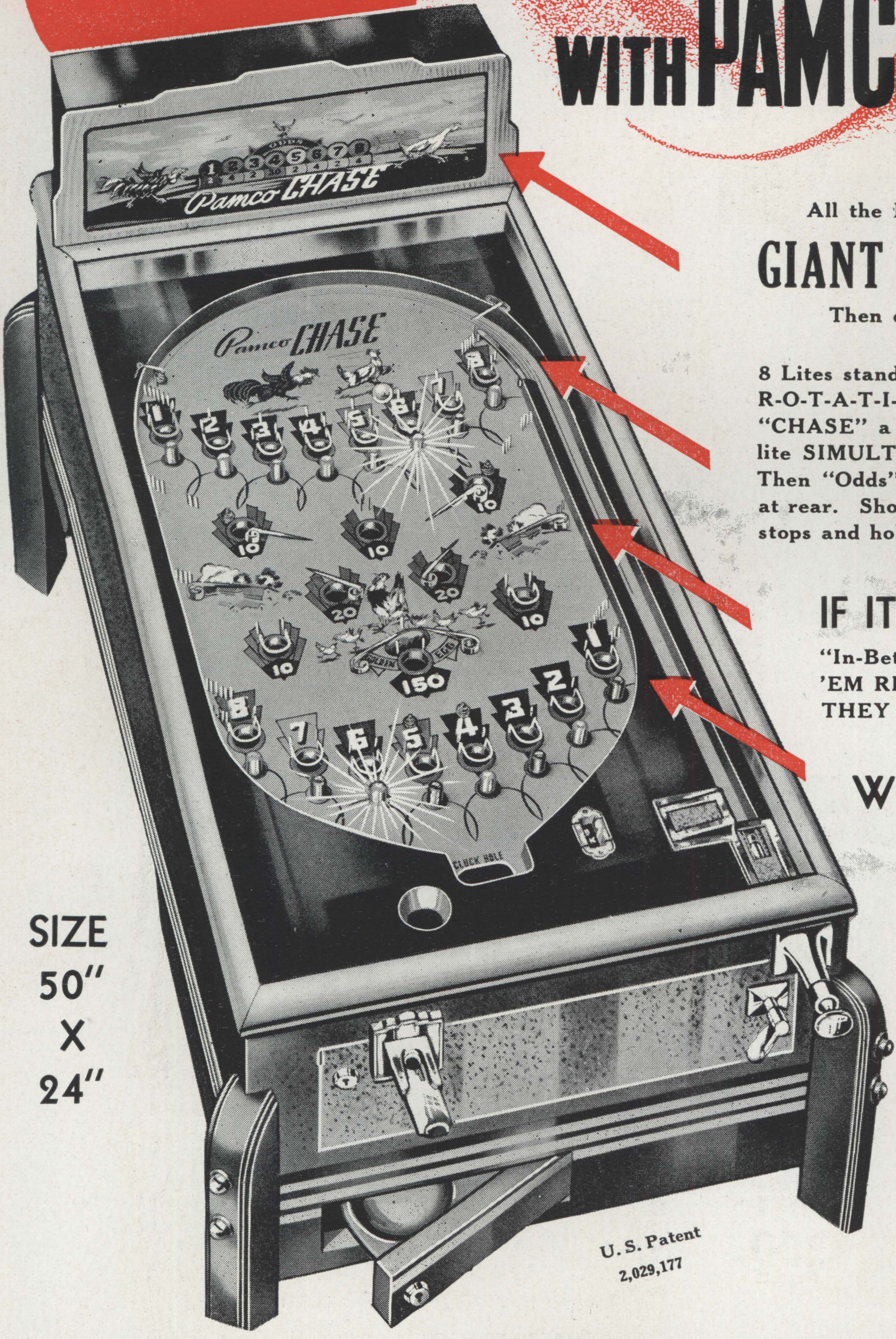
$135.00 TICKET MODEL OR FREE GAMES MODEL—AUTOMATICALLY RECORDS PAYOUTS.

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE
CHICAGO, ILL.

WAKE UP
TO THE DAWN OF A NEW DA

WITH PAMCO CHASE



SIZE
50"
X
24"

U. S. Patent
2,029,177

All the MONEY POWER of Bell-Reel Machines when this

GIANT ODDS COMMUTATOR SPINS

Then comes this CLEVER 3-Way System of Scoring—

8 Lites stand behind these 8 Upper Payout Pockets—and MOVE i R-O-T-A-T-I-O-N from LEFT to RIGHT. It's up to the player t "CHASE" a SKILL shot into one of these pockets—and "catch" lite SIMULTANEOUSLY upon its arrival, as indicated at No. "6. Then "Odds" are paid automatically as posted on the Commutato at rear. Should ball hit a "dark" pocket there's no payout—but Lit stops and holds its position illuminated.

IF IT MISSES ABOVE...

"In-Between" Pockets pay Low Awards often enough to KEE 'EM RIGHT AFTER IT! "Golden Egg" good for $1.50—an THEY MAKE IT TOO! A "Winner" and Lites stop moving

When Ball Filters Down ALL the Way..

Another 8 Pockets in half-circle — another 8 Lite MOVING in R-O-T-A-T-I-O-N from RIGHT to LEFT while Upper Lites are traveling just opposite. Agai there's a chance to "CHASE" and "tie" a Lite as pauses behind each hole. Another chance for a pay out as posted on Odds-Commutator!

You've Never Seen Such a SPLENDID PRINCIPLE--
FULL OF BALL and LIFE Animation--Top to Bottom

PAYOUT . . $139
MODEL
Check Separator and Electropak Equipped

TICKET . . $149
MODEL
Standard Ticket Unit and Electropak Equipped

Seize Those Prize Locations. Order Pamco "CHASE" Today From PAMCO'S Exclusive Texas Distributo

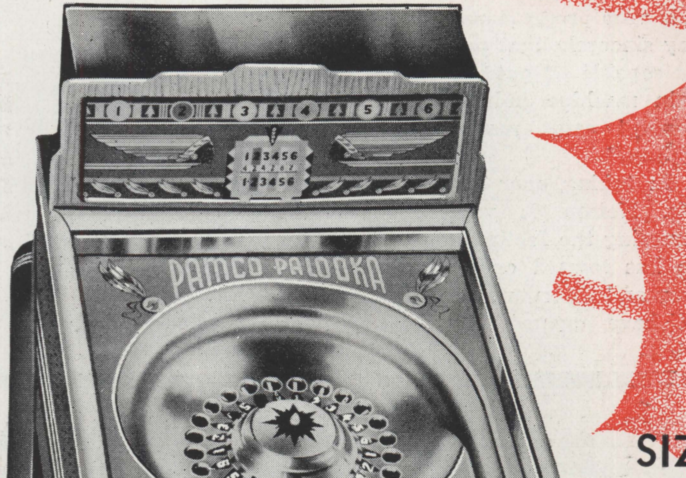
SOUTH COAST

Operate This New SINGLE COIN CHUTE

"PAMCO PALOOKA"

"JUNIOR"

- Takes UNLIMITED Number of Nickels thru Single Coin Slide—Lets a HALF-DOZEN or MORE "in" on each play with odds-Commutator showing the way!
- Odds SHIFT Automatically When Ball Elevates into "shooting" position. Coin Chutes LOCKS 'til next game!
- Bowl-Type Scoring—FAST and FULL of APPEAL!
- Disc Escalator shows last 7 coins. Positively JAM-PROOF—and CHEAT-PROOF too!
- Takes in MONEY as FAST and as MUCH as a Half-Dozen Bell Machines! Built in these Two Snappy Models by popular demand!
- Standard Type — Not a "novelty" or "3 weeks" machine!
- Priced to give Operators of "average" means a chance to get into "BIG-TIME" MONEY!



SIZE
50"
X
24"

U. S. Patent
2,029,177

PAYOUT . . . **$159**
MODEL
CHECK SEPARATOR AND ELECTROPAK EQUIPPED

TICKET . . . **$169**
MODEL
STANDARD TICKET UNIT AND ELECTROPAK EQUIPPED

"Pamco Palooka SENIOR"--

6 Coin Chute—Super Deluxe Machine is in STEADY PRODUCTION—with Operators REORDERING in QUANTITIES. Don't overlook "PAMCO PALOOKA SENIOR"! It's the "Big Shot" Operators Big Super 1-Shot game! Priced at .... **$\$189^{50}$**

Get Same Day Shipments *NOW!*

AMUSEMENT COMPANY

M. AND M. BUILDING ◆ HOUSTON, TEXAS

JACK NELSON APPOINTED GENERAL SALES MANAGER OF ROCK-OLA MANFACTURING CORP.

(Continued from Page 40)

the finest personalities in the entire business, I am merely stating a fact that is recognized by every one.

Here at Rock-Ola we have a vast program under way—one that will mean greatly - increased profits and finer operating conditions for every coin machine operator in the country. We have under development a host of new products, all of which, I say without hesitation, have greater money-making power than anything the business has yet seen. With this vast program now under way, I say sincerely that no other person is as capable of putting it over to the coin machine industry as our new general sales manager, Mr. Jack Nelson."

In taking over his new position, Mr. Nelson is very emphatic in stressing the feeling of responsibility he has toward every operator, jobber, and distributor in the business. "I have opened the bag here at Rock-Ola," Mr. Nelson said, "and I have seen some wonderful things! Without divulging the many marvelous new products soon to be launched from the great Rock-Ola plant, I can say that they all spell happy days and big profits for every operator. These products will all be presented to the operators in a clean, direct manner—with the uppermost thought in mind of perfect fairness to every one and of helping everybody make the very most of their investment in Rock-Ola products.

"Naturally," Mr. Nelson said, "I am gratified and proud of my new appointment. I feel that it is the most important step I have ever taken. I know that I am associating myself with the greatest organization in the business. And I know that when I present Rock-Ola products to the coin machine world, I am being of real service to every operator."

Time was taken out from the usual busy schedule at the Rock-Ola plant last week to give a fitting welcome to Rock-Ola's new general sales manager.

Monday morning, June 8, found Mr. Nelson's new office completely flooded with beautiful bouquets of flowers from members of the Rock-Ola organization and many friends throughout the industry.

That same day, a banquet was given in honor of Jack Nelson by the executive members of the Rockola Corporation. The accompany photograph shows the cheerful spirit and good-will with which Mr. Nelson was greeted to his new post. Reading from the left, clockwise around the table are:

David C. Rockola, president of the Rock-Ola Manufacturing Corporation; Mr. T. Leon Maurada, assistant to the president; George Graf, production manager and general plant superintendent; Bill Schick, chief engineer; Harry Williams, chief experimental engineer; O. C. Baggarly, general manager, National Park-O-Graf Corporation; J. J. Sears, purchasing agent; I. F. Webb, sales manager, phonograph division; A. Crown, comptroller and general office manager; M. E. Silfen, chief statistician; Milton Swanstrom, advertising manager; N. E. Nelson, sales manager, pin game division; Mr. J. D. Lazar, president of the N. A. D. A.; E. Spooner, manager, furniture division; Jack Nelson, general sales manager.

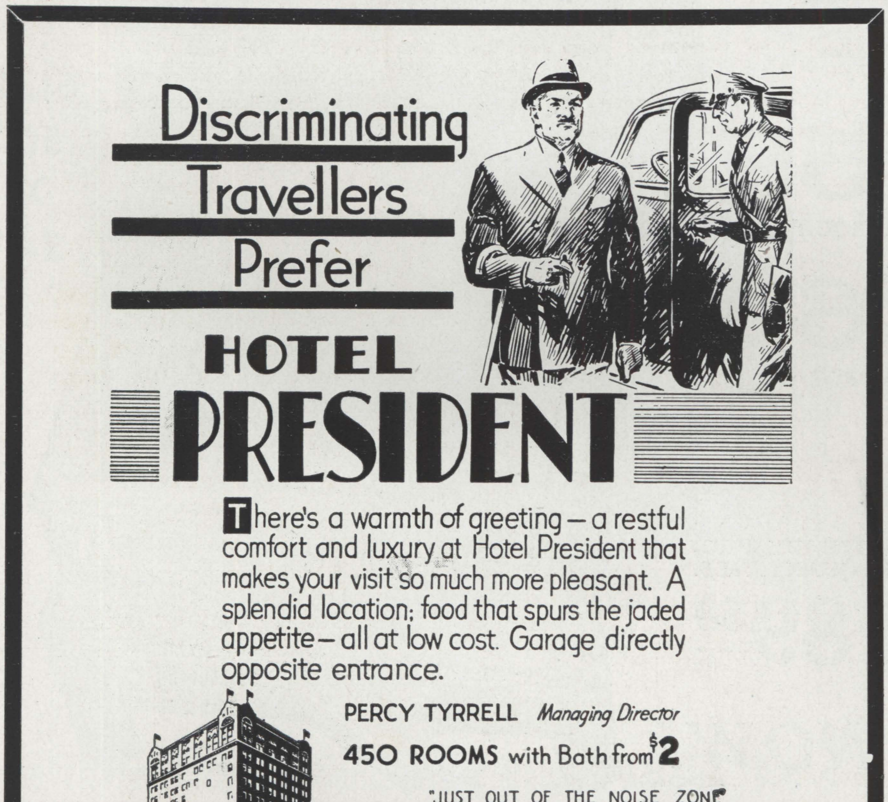
It was fitting that Mr. J. D. Lazar, popular president of the N. A. D. A. should be at theRock-Ola plant so that he could join in the festivities in honor of Jack Nelson. During the course of the banquet, Mr. Lazar spoke very highly of his opinion of Mr. Nelson's ability, and congratulated both Jack Nelson and the Rock-Ola organization on the new appointment. Mr. Lazar, at the same time, took advantage of the opportunity to make known his enthusiasm for the superlative qualities of all Rock-Ola products, and the great satisfaction he and his firm have in distributing Rock-Ola products.

Mr. Rockola spoke of his long acquaintance with Jack Nelson and of his great pleasure in turning over to Mr. Nelson the job of presenting Rock-Ola products to the world. He also, on behalf of everyone represented at the table, assured Nelson of the complete cooperation and support of the entire Rock-Ola organization. This statement was heartily approved and endorsed by all the Rock-Ola executives present.

TO FOLLOW MARY

"A long-legged sheep in the Himalayas is able to run forty miles an hour."

"That's the kind of a little lamb to follow Mary nowadays."



Discriminating Travellers Prefer

HOTEL PRESIDENT

There's a warmth of greeting — a restful comfort and luxury at Hotel President that makes your visit so much more pleasant. A splendid location; food that spurs the jaded appetite — all at low cost. Garage directly opposite entrance.

PERCY TYRRELL *Managing Director*

450 ROOMS with Bath from $2

"JUST OUT OF THE NOISE ZONE"

KANSAS CITY

BALTIMORE AT 14th ST.

Homer Capehart Visits Sloppy Joe's Bar in Havana

THREE MEN ON A HORSE—CAPEHART—SOMMER—ROSS

The big hit show of Broadway had to travel almost three thousand miles to take effect on three coin machine gentlemen before they realized its significance.

Not until they had traveled all these miles did it occur to these three gentlemen that they might be considered the original "Three Men on a Horse," the Broadway farce success.

The three coinmen are Homer E. Capehart of the Rudolph Wurlitzer Manufacturing Company of North Tonawanda, N. Y., Irving C. Sommer of Modern Vending Company, New York, and Ed Ross of Oriole Coin Machine Corporation, Baltimore, Md.

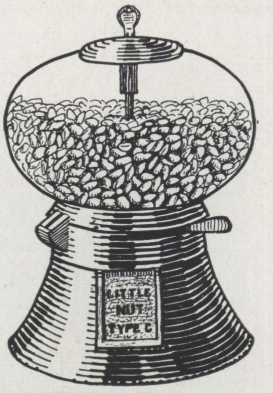
Riding their wild mustangs over the rough prairies of the West, Irving Sommer claims, he suddenly stopped the furious galloping to reach their camp and reveal to his comrades that they were "the original three men on a horse."

JACK NELSON WITH ROCK-OLA

The niche that Jack Nelson carved in the magazine division of the coin machine industry will not be forgotten. His creative ideas and practical suggestions have extended over a span of twenty-one years. During this time he has become an authority in the industry, and his ideas have been widely followed.

Mr. David C. Rockola, president of the Rock-Ola Manufacturing Corp., is to be congratulated in having Mr. Nelson join their organization in the capacity of general sales manager. During his career in the magazine field he has won the confidence and respect of the entire industry. His knowledge of the business, together with his personality qualifies him to lead the ambitious program now in progress with the Rock-Ola company.

ACCEPTING THE WORLD'S LARGEST PHONOGRAPH ORDER
Homer E. Capehart of the Rudolph Wurlitzer Manufacturing Company accepting the second order for 1,040 of the new 1936 Wurlitzers in less than four months from Irving C. Sommer and Nat Cohn of Modern Vending Company, while J. A. Darwin, special representative for Wurlitzer looks on. This makes a total of 2,080 new 1936 Wurlitzers Modern Vending Company have ordered in less than four month. Picture was taken in spacious, private offices of Homer C. Capehart at the factory in North Tonawanda, N. Y.


LITTLE NUT TYPE C

LITTLE NUT Type C is one they're all talking about, will vend anything. Distributors wanted.
LITTLE NUT VENDOR CO.
LANSING, MICH.

PISTACHIO NUTS
ENLY NICKEL
TURN HANDLE TO RIGHT
MASTER
BALL GUM
DROP ONE CENT IN THE SLOT
"MASTER"
THREE JOKERS LUCKY MEDAL
REEL AMUSEMENT
LUCKY MEDAL
N-724
PRO-PHY-LAC-TIC
LATEX
USE FOR PREVENTION OF DISEASE ONLY
DROP DIME
TURN HANDLE
"MASTER"

THREE PROVEN WINNERS

Top and Base Porcelain Enameled Light Green Finish

Reel Amusement Vender

Prophylactic Vender

WRITE FOR CIRCULARS AND PRICES
OF THESE AND OTHER MASTER MONEY-MAKERS

THE NORRIS MANUFACTURING CO. Columbus, Ohio

OPERATORS AMUSEMENT CO.
2509 Ross Avenue, Dallas, Texas

C. W. PERCY NOVELTY CO.
6614 Lake Shore Drive, Dallas, Texas

DRAMATIC SCENES AS ROCK-OLA MULTI-SELECTOR IS HOISTED TO DECKS OF QUEEN MARY

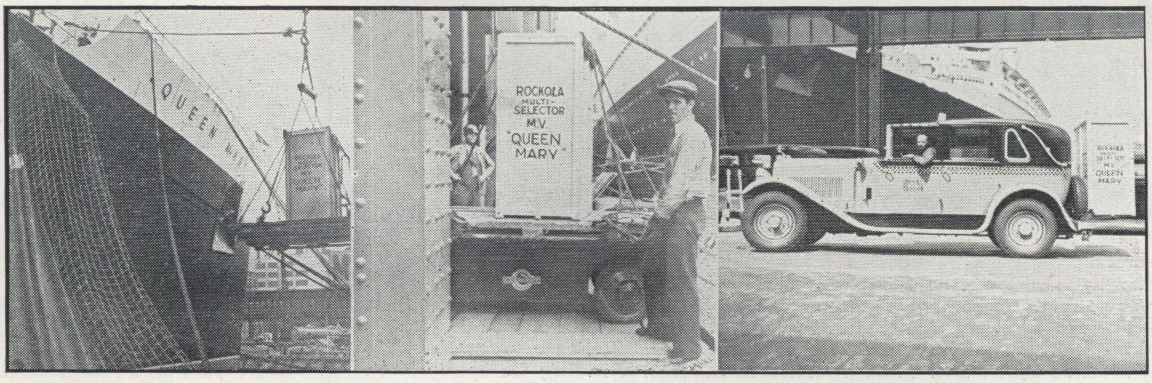
Probably one of the most effective contributions to the building up of national and international good-will for coin-operated machines occurred during the past week in New York City.

With thousands of New York City policemen coping with the tremendous masses of visitors struggling to get aboard the famous Queen Mary, everything was halted while a Rock-ola Multi-Selector was hoisted up on to the decks of this awe-inspiring ship.

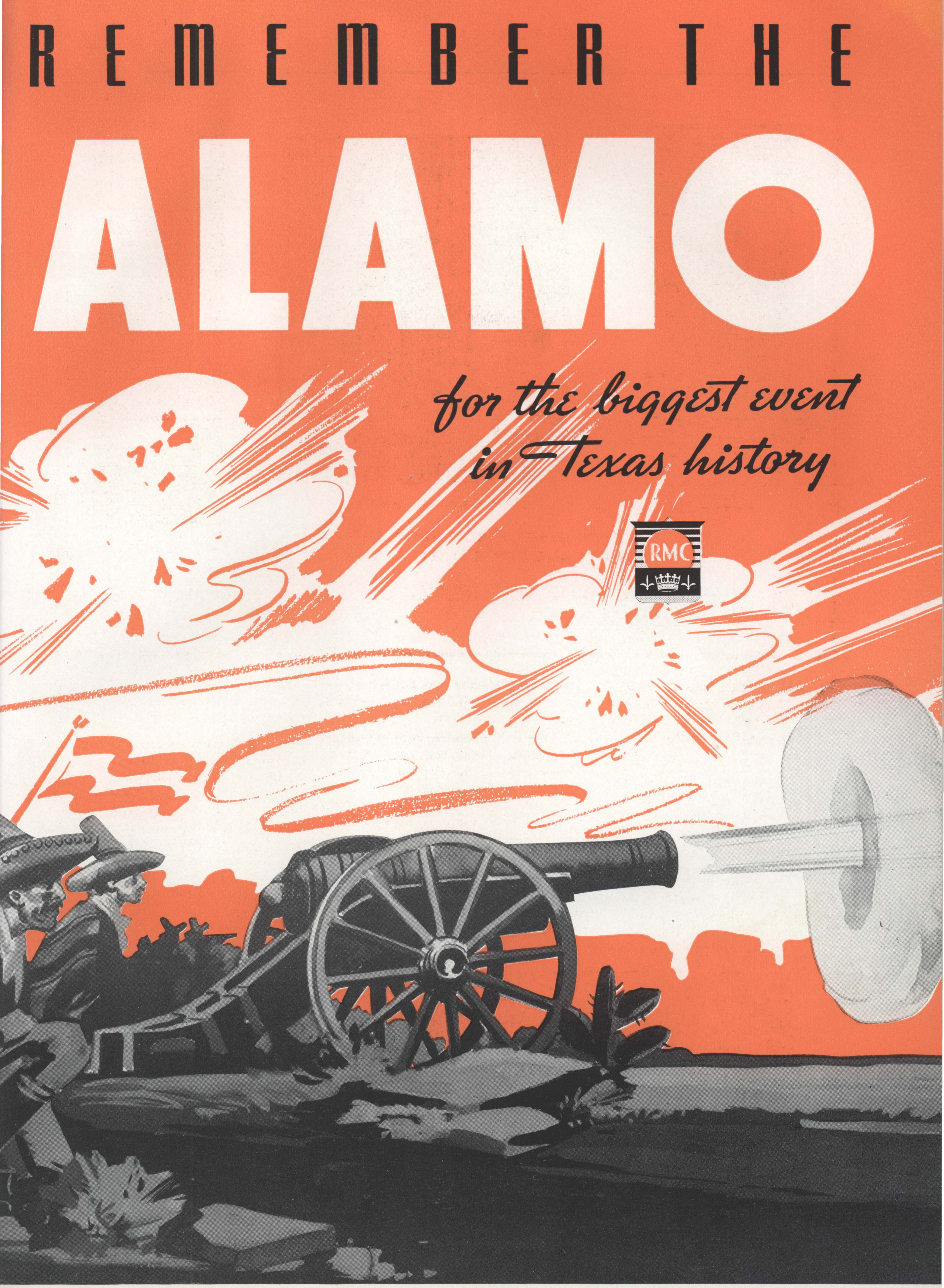
To give you the background of this sensational event, the scene shifts to the offices of the Capitol Automatic Music Company, exclusive distributors of Rock-Ola products in New York. Here there is hurried, mysterious conversation. The time is only two hours before the Queen Mary's sailing time!

No trucks were available at this late hour. Taxicabs had to be ushered in for the fast service that was necessary — so that the Rockola Multi-Selector Phonograph could be rushed to the waiting decks of the beautiful Queen Mary.

Great secrecy necessarily had to surround this move. Due to the tremendous interest aroused by the public in this wonderful ship, a special squad of private detectives had to assist the regular police department in clearing the way so that the taxicab carrying the Rockola Multi-Selector could reach the decks of the Queen Mary. After dramatic maneuvers, never to be forgotten by the thousands of lookers-on, representatives of Rock-Ola's mighty prod-

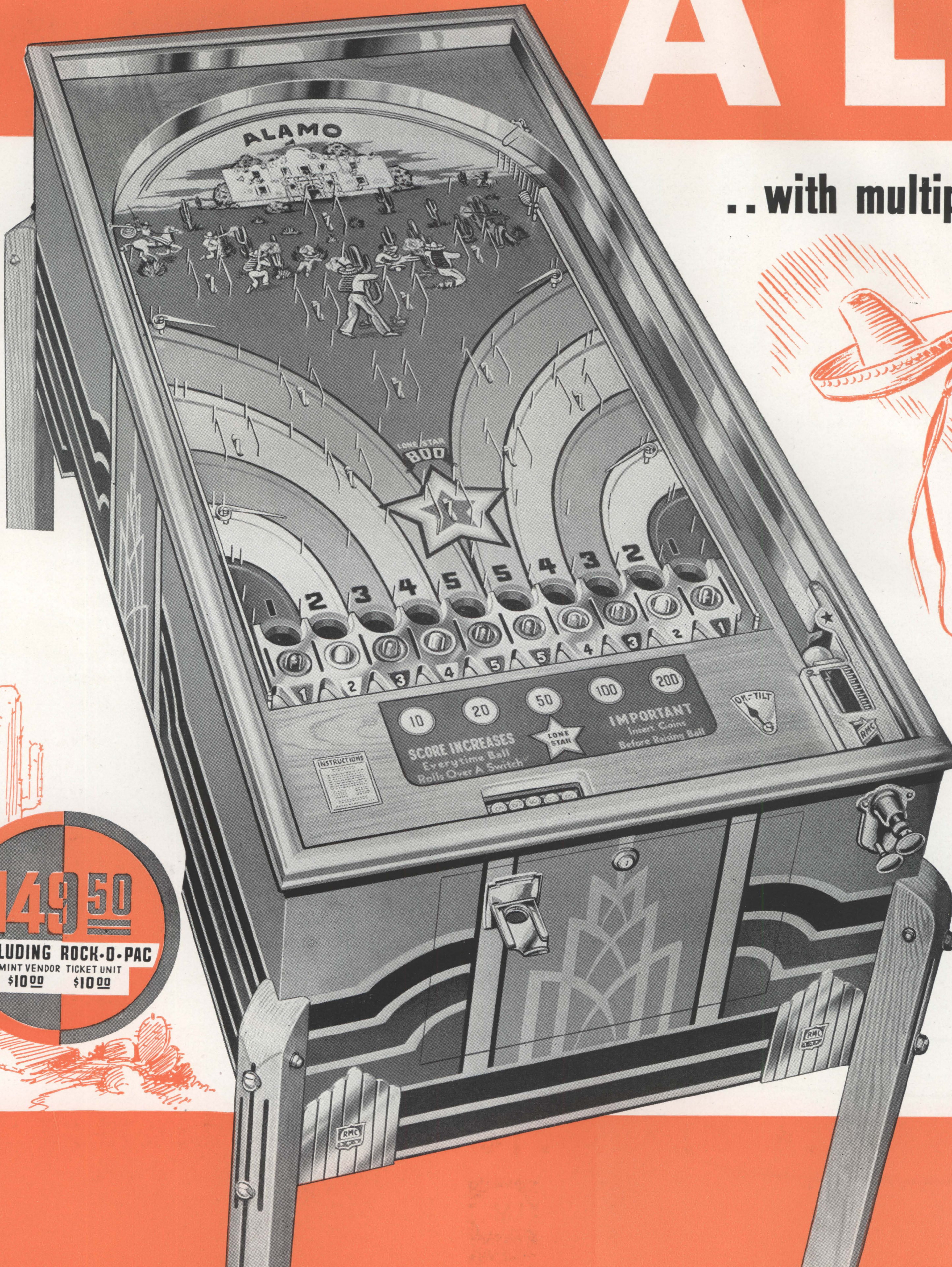

QUEEN MARY
ROCKOLA MULTI-SELECTOR M.V. "QUEEN MARY"
ROCKOLA MULTI-SELECTOR M.V. QUEEN MARY

Rock-Ola Multi-Selector Being Loaded on Queen Mary


REMEMBER THE
ALAMO
for the biggest event
in Texas history
RMC

ROCK-OLA'S AL

..with multipl

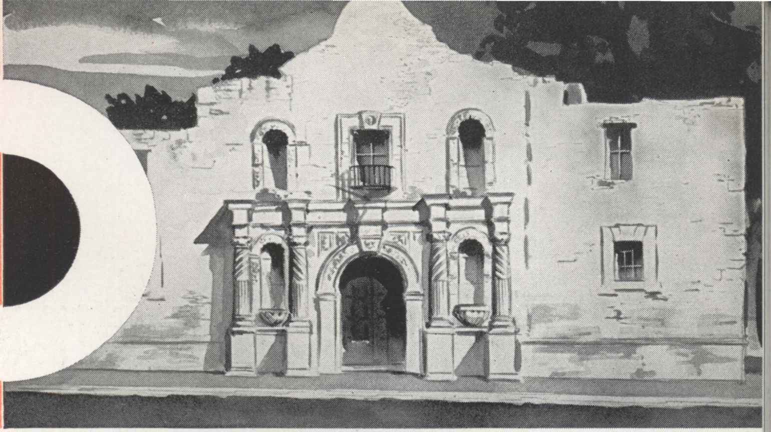

ALAMO
LONE STAR
800
1
2
3
4
5
5
4
3
2
1
10
20
50
100
200
SCORE INCREASES
Everytime Ball
Rolls Over A Switch
LONE STAR
IMPORTANT
Insert Coins
Before Raising Ball
OK-TILT
INSTRUCTIONS
RMC

$149.50

INCLUDING ROCK-O-PAC

MINT VENDOR $10.00 TICKET UNIT $10.00

AMO



chute . . ticket unit . . new pay unit . . mint vendor geable odds . . 50 inch cabinet . . and $10.00 top award!

There comes now on the coin machine scene a superb new table. A table new in idea. New in design. New in mechanical make-up. And new in money-making ability. It is a table that towers above everything else ever beheld by human eyes. It is the best money can buy.

This table is a one-shot engineered by Rock-Ola. A one-shot styled by masters. It is the most important new table in the business today. Its appeal is so powerful, so dynamic, that no shrewd operator will allow a single fact or detail to escape him.

Just turn your imagination loose on a table with all these magnificent features: **multiple coin chute that plays 5 coins at a time . . . escalator showing last 5 coins played . . . equipped with Rock-O-Pac . . . automatic change-over from Rock-O-Pac to batteries or vice versa . . . changeable odds . . . $10.00 top award . . . $8.00 pocket . . . Battle of Alamo sound effects . . . mint vender and ticket unit if desired . . . in-a-drawer mechanism . . . side door inspection . . . 50-inch cabinet . . . lights . . . colors . . . and a money capacity that can net you $40.00 a day!**

That, gentlemen, is ALAMO. And ALAMO is this country's new winner. The accepted favorite in every territory, in every state, everywhere.

ALAMO has captured the imagination of the American public. ALAMO'S play-idea has the fascination of magic itself. Instead of the ordinary layout, the 5 pairs of pockets are arranged in one row across the bottom of the field. The new 1¼-inch Cateline Ball comes dodging down the field. As it rolls over each switch the odds increase. From a dime up to ten dollars. To win, the ball must go in a lighted pocket. Each coin lights one pair of pockets. The chute takes from one to five coins. The five coins light all the pockets. That's 25c a game instead of the usual nickel. With these facts you can easily figure for yourself the tremendous profit possibilities of ALAMO.

Of course, it's all up to you. You can chase rainbows or climb mountains. You can cross the ocean or fly to the moon, if you like. That's your affair. But you won't find anything that can touch ALAMO. Not even if you turn the town upside down and inside out. And that goes for all of them. Without exception!

ALAMO, gentlemen, is no ordinary table. Please understand that. ALAMO is a true masterpiece. The one-shot. So make no mistake. Waste no time. ALAMO is too important a table. It means too much to you. The stakes are the greatest in all coin machine history. To act quickly is to act wisely. So determine now to reach out for your share—to top the boys on your home grounds.

$40.00 a day is not hard to take. That's $1000 a day on 25 ALAMOS! Better write, wire, phone, or call at once. This is one case that calls for immediate action!

ROCK-OLA MANUFACTURING CORPORATION

800 NORTH KEDZIE AVENUE RMC **CHICAGO, ILLINOIS, U. S. A.**

ROCK-OLA'S ALAMO WITH THE 6-GUN SOUND EFFECTS AND THE $10.00 TOP!

A triumph!

You hear a lot about triumphs these days. You read a lot of grand words in the advertisements. What follows, however, is not an attempt to reproduce the dictionary. It is plainly and simply a statement of facts:

ALAMO'S **50 inch cabinet** *has the strength of steel and iron. It actually is steel lined. The costliest, strongest woods are used in its construction. The legs, for example, are double-bolted. The design and color are works of superb artistry. ALAMO'S cabinet has all the flash and quality of a $500.00 table.*

ALAMO'S **mechanism** *is a finished job. Tried, tested, and proved. There are no if's, and's, or maybe's about it. ALAMO is scientifically built. You can depend on it every day of the week, every week of the month, and every month of the year. ALAMO delivers all-year dependability.*

Its **multiple-escalator coin chute** *is the neatest thing imaginable. The chute, which is rubber-tipped, takes up to five coins at one time. Every coin shows!*

The **Rock-Ola Pay Unit** *has become recognized as the finest there is. All the hocus-pocus has been left out. It is 100% clog-proof. It's impossible for a coin to wedge or clog the chute. It is adjustable and can be set to fast, slow, or medium speed. Its coin detector spring is like a magic hand— it selects and separates the coins, assuring you of the correct payout every time.*

The **Mint Vendor** *can be put on or taken off in a few minutes. It vends on money only, not checks. What's more, the Mint Vendor is positive in operation.*

ALAMO gives you **101 other features.** *There are, for example, its automatic change-over from batteries to Rock-O-Pacs. Its changeable odds. Its super tilting device which automatically rings a bell and warns the location owner. Its in-a-drawer mechanism with a special side door for inspection purposes. And its built-in light panel.*

Example after example can be given. ALAMO is a game of many money-producing features. Space, however, does not permit a complete listing. But you have enough here to recognize a master job from coin chute to cashbox and back again. At $149.50, you are getting a job that will pay for itself in 4 to 5 days. You are getting the finest table of all time. The boss of the lot. There is going to be a steady, endless demand for ALAMOS. And deliveries are bound to fall behind in a short time. So better think fast and act fast. Step up now and write your ticket for $40.00 a day profits!

The New Ticket Unit

ALAMO'S ticket unit is by far the best in the business. A full year ahead of present day units. Its scissor-type knife will last the lifetime of the machine. There are no replacements, no re-sharpenings, no extra labor. And that's not all. The Rock-Ola Ticket Unit is jam-proof. There is nothing to catch, bind, or clog the unit. Every ticket comes out clean and quick, without hitch or halt. ALAMO can be had with or without the ticket unit and is so equipped that any operator can install the ticket unit whenever desired. The Rock-Ola Ticket Unit is the ticket unit for today's operating conditions!

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE, CHICAGO

PRINTED IN U. S. A.

RMC

Remember the Alamo for PROFITS!

uct dashed through the most powerful sentry in the world and reached their goal—the mighty Queen Mary at the largest existing pier in the world.

The Rock-Ola phonograph was immediately loaded by the mechanical donkey and hurriedly pushed up to the edge of the high-powered aeroplane hoists which convey merchandise from the ground into the holds of the gigantic liner.

To illustrate better the tremendous task involved in accomplishing this remarkable feat, it should be mentioned that 260 odd laborers, including longshoremen, loaders, guiders, lifters, elevator-runners, net-controllers, linemen, top-of-ship loaders, foremen, and overseers, stopped for fully thirty minutes while the Rockola Multi-Selector was suspended in mid-air, ready to land it safely on the decks of the Queen Mary.

Naturally, the tie-up of this great vessel and their great product is most gratifying to the Rock-Ola Manufacturing Corporation. However, it should be just as much a source of satisfaction to the entire industry of coin-operated machines. It is a dramatic recognition of the superlative qualities of the Rock-Ola Multi-Selector. And, at the same time, it is a recognition of the value and importance of coin-operated machines and the industry that builds them.

* * *

"PLAY A PIN GAME JUST FOR FUN"

In line with the idea of developing a more friendly feeling of the public toward coin machines, Ray Becker has written and published a neat little folder bearing the title, "Play Pin Games Just for Fun," which is receiving much favorable comment.

The folder has four pages, is printed on two-color thin cardboard, 4½ by 8 inches when folded. On the front and back are the words quoted at the head of this article. On the inside is a picture of "La Bagatelle," said to be a 150-year-old pin game once played by ladies and gentlemen of the early French courts. Then follows the cleverly worded favorable publicity about "Pin Games" which Mr. Becker has kindly allowed us to quote:

"Pin games" or marble games, as they are sometimes called, are not something new. They are merely a modern variation of bagatelle, one of the earliest known parlor-games.

Pin games are definitely a game for amusement and skill. A player may become so proficient in his play as to secure higher scores than persons less expert or practiced.

Pin games were revived and developed during the days of Depression when the public sought various inexpensive forms of diversion and amusement to "get their minds off" the worries and problems of those times.

Pin games provided a source of added revenue to millions of proprietors of stores and like establishments, and which enabled such merchants to keep their businesses going at a time when other avenues of business stimulation were proving both unprofitable and ineffective.

Pin games, like jigsaw puzzles and other depression-developed diversions, gave direct and indirect employment to thousands of workers and trades engaged in either the manufacture of such games, or in supplying material and parts used by pin game factories—employment for thousands of heads and members of families who might have otherwise been forced to "go on relief."

Pin games are in the same category as billiards and bowling, and have been approved by both state and municipal legislation in various sections of the country.

Pin games are not in any way an extravagant form of diversion, in that the speed of possible play in most of such games prevents an expenditure any greater than that charged for billiards, bowling, or like indoor games.

Pin games as evidenced by the millions of people playing them, provide a means of amusement and diversion which these millions of players and pin game fans must consider well within their constitutional rights and above reproach.

That pin games are an irreproachable, as well as a popular form of diversion, is manifested by the hundreds of thousands of such games which have been sold by department, drug and other retail stores, for playing in the home where children and all members of the family can participate.

* * *

LOUISIANA OPERATOR VISITS DALLAS

W. McCain of Montgomery, La., was a visitor at Electro-Ball Company's offices in Dallas recently. Mr. McCain has been an operator of other lines, but had never operated salesboards. He was so impressed with the Superior line, that he placed a substantial order, and was loud in his praises of Superior boards.

* * *

IT ALWAYS HAPPENS

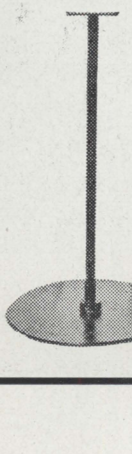
"Do you think it possible to meet all one's friends at one time?" asked Flora.

"Certainly," replied Dora. "Just go out in your oldest frock and hat with a run in both

* * *

STONER GETS BIG ORDER FROM ROBBINS

One of the largest orders in coin machine history was recently placed with the Stoner Corp., Aurora, Ill., by Dave Robbins, Stoner's Eastern distributor. The name of the game is Short Sox, a six-ball novelty baseball pin game. Dave Robbins is mighty enthusiastic about this new Stoner game. He says that in his opinion, it will beat the marvelous sales record of Mad Cap. Everybody in the industry knows that Robbins kept the Stoner factory humming night and day with his orders for Mad Cap. Robbins says that he has taken advance orders from the jobbers in his territory for more than two carloads of Short Sox. He says many jobbers placed big orders without even seeing a sample game. They felt sure that if it's a Stoner game, it should be another winner!



IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE
$1.35 Each
F.O.B. Fort Worth
Shipping Weight
20 Lbs. Each
F. C. EWING Co.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

America's Most Practical Bulk Merchandiser
Robbins'
2 IN 1
VENDOR
D. ROBBINS & CO., MFRS.
1141 DEKALB AVENUE,
BROOKLYN, — N. Y.

GENCO'S BASEBALL GAME CHAMPS

The demand for Genco's popular baseball game, Champs, was responsible for all the hustle and bustle at the Genco plant. According to officials of that firm Champs was accorded approval from jobbers, distributors and operators alike.

Dave Gensburg stated that operators have reported to him that they have had Champs' contests in many of their locations. Dave says that in this way interest in the game has been stimulated and kept at high pitch. Practically all of the operators have reported much greater than average earnings with Champs.

Although Champs is reported as having a greater than average earning capacity, the makers of the game, Genco, Inc., say that it is saving profits for the operator to whom it belongs. The recording device cleverly concealed inside the cabinet, where it cannot be tampered with, permanently registers all payouts. In this way the operator does not have to take the location owner's word for the payouts, and all suspicion is allayed. All the operator has to do is to open the front door and check the recorder with the previous reading, and he has an accurate account of all payouts. Then, the operator reimburses the location owner accordingly.

The baseball play of Champs is truly realistic. Practically all plays of real baseball may be reinacted o nthe playing field. As soon as the coin is inserted, four captive balls line up at the home field. Then, as balls are shot by the person playing the game into the single, double, triple, home run, and sacrifice hit holes, the captive balls reinact players running the bases. All plays are vividly portrayed in lights on the backboard. For instance, if a captive ball is at second base and another one is at first base, the players standing at first and second bases in the light rack are automatically illuminated. All runs are recorded on the light up backboard, so that the players may know at all times how many balls he has left to play. Balls played are visible to the player.

Dave Gensburg says that Champs is one of the most fascinating ten ball games ever produced by the Genco firm. It promises to be a long time money maker for the operators.

WANTED
Three-Slot Bowl Lite-A-Line;
Also Single Bowl Lite-A-Line
at a Fair Price—Any Quantity
B. J. GOLOS
Box 372 GENEVA, N. Y.

THE BEST SALESMEN

The best salesmen talk the least. They are not orators. Those who sell, however, can learn a lot from successful public speakers. There is a chapter on the psychology of public speaking in Overstreet's book, "Influencing Human Behavior," that contains some very helpful hints for salesmen. Just substitute the word "prospect" for "audience" in the following statements:

"The speaker should talk with his audience, not at them."

"Keep your audience thinking with you. Keep thinking with your audience."

"It is only when the speaker looks directly at his audience that the invisible wall between him and his audience falls away."

"If we scowl at our audience, there is every likelihood that inwardly or outwardly they will scowl at us. If we are timid and rather flustered, they likewise will lack confidence in us. If we are brazen and boastful, they will react with their own self-protective egoism. Even before we speak, very often, we are condemned or approved."

"A speech should be like mountains and valleys, not like a monotonous flat land."

"Never make an audience feel inferior."

F. A. B. AMUSEMENT CO. EXPANDS MUSIC OPERATING ACTIVITIES

As an outstanding example of what one man, with the unlimited cooperation of his wife, can do in building up a large operating organization one need only refer to the activities of F. A. Blalock of Pensacola, Florida.

Today the F. A. B. Amusement Company is ranked as one of the largest operators of amusement devices in the South. This organization has expanded to the point where it is now operating over 1,000 units more than half of which are automatic phonographs. A staff of 21 people receive regular employment with the F. A. B. Amusement Company and a fleet of eleven new cars and trucks are in regular service.

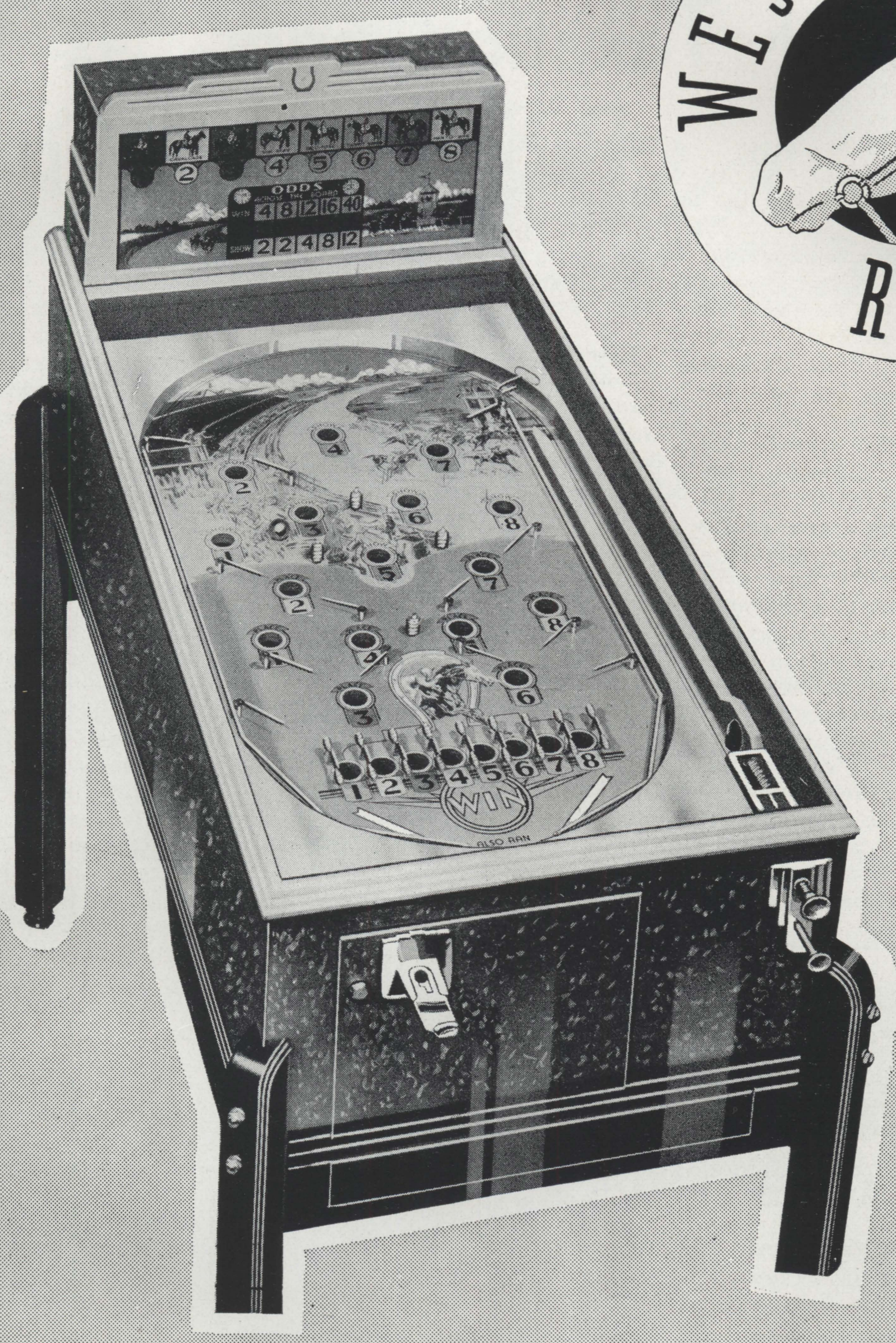
The operation became so extensive that a branch office has been opened in Mobile, Alabama, which in conjunction with the main office at Pensacola, covers a large area in the four states of Florida, Alabama, Louisiana and Mississippi.

Just recently F. A. Blalock flew to North Tonawanda where he met A. M. Mendez, Wurlitzer factory representative with headquarters in New Orleans, and negotiated the purchase of several additional carloads of Murlitzer-Simplex phonographs.

The accompanying illustrations show the entire personal of the F. A. B. Amusement Company, the picture being taken in Pensacola at the time of a get-together for the entire organization. The other photograph shows Mr. Blalock, H. E. Capehart and A. M. Mendez in front of the Murlitzer plant in North Tonawanda, N. Y.

111
F.A.B.
AMUSEMENT CO
111
F.A.B.
AMUSEMENT CO
R. BRATER PHOTO

WESTERN'S RACES



● A great 1 ball automatic payout table — players can play all eight horses — they can change odds by inserting more coins — they can insert more than 20 coins in the multiple coin chute on 1 game — WESTERN'S NEW MOTOR DRIVEN PAYOUT UNIT—big attractive cabinet, 24"x50"—guaranteed immediate delivery.

In locations where multiple coin slots are not permitted, you can get RACES *with a slot that takes a single coin on one game. For example, by inserting one coin, player gets 2 to 8 horses and odds as high as 40 to 1.*

$125.00 STANCOR UNIVERTER EQUIPPED BATTERIES OPTIONAL — CHECK SEPARATOR IS ADDITIONAL

$135.00 TICKET MODEL OR FREE GAMES MODEL — AUTOMATICALLY RECORDS PAYOUTS.

WESTERN EQUIPMENT & SUPPLY CO.
925 WEST NORTH AVENUE
CHICAGO, ILL.

Study of Taxation and Tax Problems is Important

By Ernest W. Fair,

MORE and more coin machine operators are becoming aware of the fact that their greatest management problem is no longer concerned with the direct management of the business but with the newest problem—taxes.

Wise operators have learned that good management is impossible without accurate records. These and good management mean good profits and they in turn mean more taxes.

Far too few operators have delegated the tax problem to a back seat. Those who today are operating successfully know otherwise; to them tax records and an understanding of tax problems, is of paramount importance.

Certainly no firm wishes to pay more taxes than required by law yet many do nevertheless. Many times we pay more taxes than necessary simply because of unfamiliarity with the tax laws themselves.

New taxes and new increases in the old taxes have made it important that we do not fail to reckon our lawful taxes properly. Thus the operator must first of all, keep himself thoroughly informed on all tax matters, change thereof and he must secondly follow a course of action that insures the firm the tax record problems are properly kept.

All legislation is of course published for the public inspection. Every taxpayer has a right to know and understand fully the tax laws with which he must comply. The wise operator personally visits tax officials and asks for copies of all legislation governing his business.

Then after a thorough study of these laws he is in a position to understand each and every tax law. Later he must of course keep up with amendments to these laws or new laws. Generally business associations to which he may belong will do this for him, with of course the assistance of the business press and the daily newspapers.

It is of utmost importance however, that every operator become thoroughly familiar with all existing tax legislation. It will pay him to read and re-read every tax law affecting his business. With a solid foundation of knowledge of all of the existing tax laws he is then in a position to intelligently understand developments as they may transpire with different meetings of legislative bodies.

Many executives obtain copies of all of these tax laws and keep them on file in their personal files. After study they can absorb the more important features yet have them always on hand for ready reference at any moment.

Many business men consider it a waste of money to use the services of tax consultants, accountants and other well versed in these matters. Certainly it is a waste of money to buy the assistance of a firm or individual who helps one with tax problems by showing us shady methods of evading these taxes. There is no such thing as tax evasion. We may get away with it for a while but in the end ninety out of a hundred cases of tax evasion are rectified.

The tax specialist is in a position

Escape ST. LOUIS BLUES

in ST. LOUIS

Enjoy the comfort and luxury of this famous hotel in the heart of the theatrical district and facing beautiful Forest Park. Circulating ice water in every room. Unusal food in the Coffee Shop and Dining Room.

400 ROOMS
WITH BATH from $2.50

O. P. GREATHOUSE,
Manager

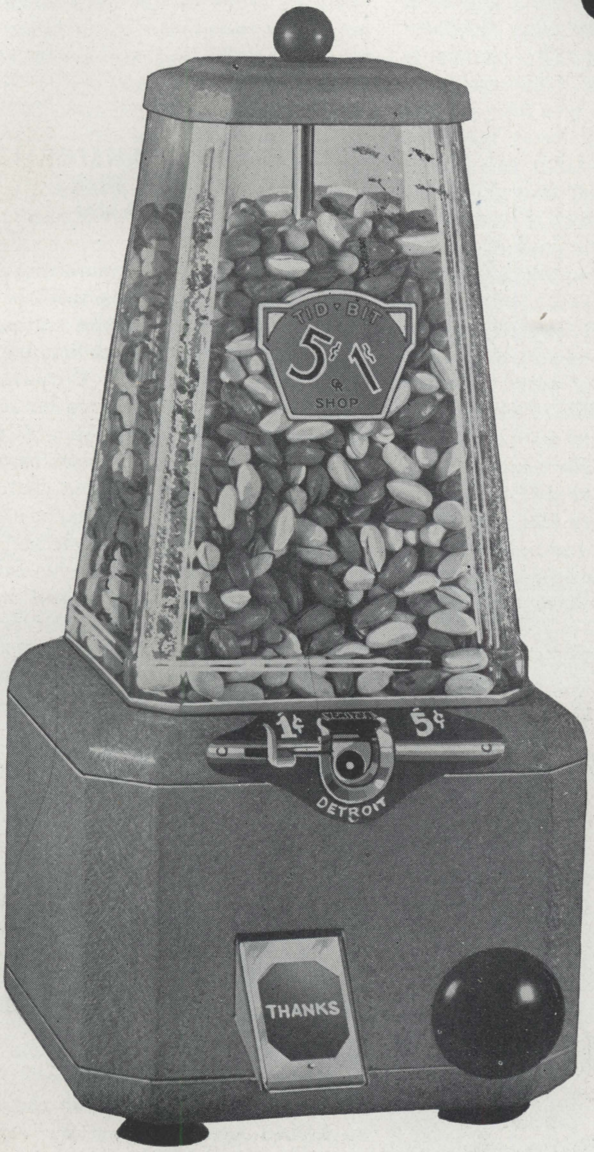
HOTEL MELBOURNE
LINDELL AT GRAND

America's Most Practical Bulk Merchandiser

Robbins' 2 IN 1 VENDOR

D. ROBBINS & CO., MFRS.
1141 DEKALB AVENUE,
BROOKLYN, — N. Y.

TID-BIT SHOPS
ABSOLUTELY "Click"



NEW 1936 MODEL

Endorsed by Experienced Operators

BECAUSE of remarkable durability, amazing sales appeal and smoothness of operation, the TID-BIT SHOP is easily distinguished as an achievement of the highest merit . . . Every one of its big improvements was made after careful experiment. . . . Each one plays its definite part in increasing operating efficiency and sales appeal. . . . No money was spared to make this new Venitor the most practical, most profitable automatic sales cabinet ever produced. . . . .

Every day it stands the acid tests, securing new locations mainly on its attractive ..appearance ..and ..holding those locations through increased efficiency and added income. . . . And month after month it serves with unvarying steadiness, creating for the Operator new friends and greater income. . . . In a word, the TID-BIT SHOP achieves not only ideal daily performance, but the lasting service every Operator has always desired. . . . Circular descriptive of its many new and improved features will gladly be sent on request.

IN EVERY NOOK AND CORNER
VENITOR
DETROIT

Authorized Distributors
being appointed

We indorse 9-Point Program
of Nat'l Council of C.M.O.A.

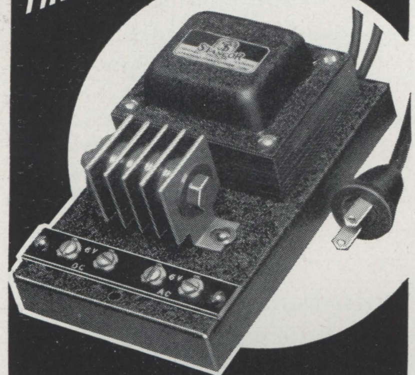
VENITOR
CORPORATION

Manufacturers

Title & Trust Bldg. Detroit

EQUIP ALL YOUR GAMES with STANCOR UNIVERTERS

THE ORIGINAL POWER PACK



U-100 —operates on 110 115 volts, 50-60 cycle A. C. only. Furnishes 6 volts A. C. at 1.5 amperes for lights and D. C. for kickers, relays, payouts, etc. Will replace 4 to 5 batteries in series or 8 to 10 batteries in series parallel. Easily installed in a few minutes—all you use is a screw driver.

There is a Stancor Univerter FOR ALL BATTERY OPERATED GAMES

STANDARD TRANSFORMER Corp
850 W. BLACKHAWK
CHICAGO, ILLINOIS

to devote his entire time to the understanding of tax problems. His advice is well worth his fees. This is particularly so when the executive is confronted with such legislation as the new social security legislation. At the present most of us consider this as just another tax and nothing much to cause special alarm. But a close scrutiny of it will change any executive's mind.

An authority has estimated that when this particular legislation is in complete operation it will bring in a tax revenue of more than $7,000,000,000! A tax of that nature is something worthy of deep study by any man who has to pay it!

The 1936 tax calls for 1 per cent of the payroll, the 1937 tax for 2 percent of the payroll and the 1938 tax for years thereafter a sum totaling 3 percent of the payroll. This does not include any additional state taxes assessed to meet the state's share of this social security plan. And although it has not yet been definitely decided in what manner or how frequently the Federal Social Security Act taxes are to be paid they will automatically become payable by both employer and employee on wages earned after Dec. 31, 1936—and the employer is going to be responsible for retaining and remitting the tax upon the employee.

It would take us forty pages to present in this magazine the full ramifications of this one piece of particular legislation and then every phase could not be accurately touched upon. Consequently the reader can readily understand how important this, or any other tax legislation of a similar nature can be—and how very important it is that he thoroughly understand every phase of such legislation as it affects his own business in his own state. This and many other similar types of legislation must be thoroughly understood before they go into effect for generally special bookkeeping and accounting is necessary. Making an audit of one's books just before the payment time will prove to be a very, very costly procedure.

There are five payroll taxes under the new Social Security Legislation, additional corporation taxes and additional and varied income taxes as well as the complicated mess of taxes designed especially for the annoyance of the coin machine industry. Each requires re-adjustment of the old systems of bookeeping.

No operator can of course give complete consideration to tax problems and tax record keeping for his firm; it has become a full-time job for one or more men in almost every business of any size. But the operator who simply turns the matter over to an assistant and forgets about it will find that he has made a mistake for the new types of tax legislation require decisions that affect every phase of business management.

The executive must be kept informed of tax legislation and proposed taxes. He must understand these in order to not only make the proper payments on these taxes but to successfully operate every phase of his business as well.

* * *

STANDARD TRANSFORMER APPOINTS BURT ENGELMANN

Announcing the appointment of Burt Engelmann as his sales representative, Jerome J. Kahn states, "It has always been the policy of the Standard Transformer Corporation to offer the manufacturers an added service in addition to the electrical products they purchase from us. Mr. Engelmann has two jobs to perform. Naturally, he will sell Stancor Univerters, but of equal importance, is the technical counsel and constructive recommendations he will make as an aid to the manufacturers. I feel confident that the manufacturers will greatly approve our earnest endeavor to cooperate with them to the fullest extent."

Mr. Engelmann, in his new capacity, will contact all of the coin machine manufacturers, informing them as to the many advantageous ways of equipping their products with Stancor Univerter battery eliminators. Mr. Engelmann is an electrical engineer and his recommendations, backed by long experience, will undoubtedly prove very valuable to the manufacturers.

* * *

Little Willie, scolded for the way he looked after playing the street, wants to live in Italy after learning that Il Duce has praised the Junior Blackshirts. — Saginaw Daily News.

* * *

The millions Haile Selassie took with him, after abdication, were just a little something he had put aside in case the rainy day didn't show up in time.

* * *

An explorer in Tibet has not been able to find a mountain he's been looking for. It's probably lying on its back, if it's the Carnera Alp.

MOTOR DRIVEN PAYOUT UNIT AVAILABLE IN WESTERN'S RACES

A new Western payout table which seems to have broken records and is still steadily increasing in favor is Western's Races, a multiple coin, odds changing, one ball automatic payout table. A big reason for its popularity is that it "always pays long shot odds" to the operators.

Western Equipment & Supply Company is using as standard equipment its new Western Motor Driven Automatic Payout Unit, which is jam-proof, clog-proof, and accurate. This unit, it is said, will function perfectly with an unlimited payout tube load.

For territories and locations where the multiple coin slot is not permitted, if specified, Western's Races will be shipped to the operator equipped with the Mystery Single Coin Slot. In Western's Races this slot takes only a single coin for each game but it affords the player the opportunity of getting from two to eight horses and odds as high as forty to one.

NEW PAYOUT IDEA FEATURED IN WHEEL OF FORTUNE

Chicago.—"'Round and 'Round It Goes — Where It Stops Nobody Knows" is the basic idea upon which Western has just built a great new one ball automatic payout table called "Wheel of Fortune," according to a news release just issued.

One of the outstanding features of this latest Western sensation is the fact that it is fully automatic. The player shoots the big one ball which lands in any pocket on the playing field. This sets the Wheel of Fortune spinning around. If the wheel stops on a winner, the player is automatically paid out the award showing. The other pockets on the board, the one dollar pocket, and the ten cents to one dollar pocket, automatically pay out that award if the player is skillful enough to get his ball into either of these pockets.

Great success for the Wheel of Fortune is predicted by practically all of the coin machine men who have seen it so far. It is one of the greatest player action one ball automatic payout tables ever produced!

In addition to the player getting the action out of the ball he shoots, he has the added action of that tantalizing wheel spinning around.

In the course of discussing his new game, Mr. "Jimmy" Johnson, owner of the Western Equipment and Supply Company, stated, "I have placed an almost ridiculously low price on the 'Wheel of Fortune' for the simple reason that I want to make it possible financially for every operator in the country to have this game. I sincerely believe, and I have lots of company in this thought, that the 'Wheel of Fortune' is unquestionably one of the greatest action games ever offered in any automatic payout table. Yes, it's been in all types of locations and the receipts were phenomenal. I could elaborate on its money-making record, but the 'proof of the pudding is in the eating.' Operators who place the 'Wheel of Fortune' in locations will find out for themselves in a few days time, what a really powerful money maker this game is. I would also like the operator to know that Western's New Mootr Driven Automatic Payout Unit is used as standard equipment. Although the avalanche of orders has kept us hopping, you can tell the operators that all orders received for the 'Wheel of Fortune' will be shipped immediately."

The big deluxe cabinet of the "Wheel of Fortune" is especially attractive. The colorful design of the cabinet itself and the modernistic lines of the backboard combine to make this new Western product an especially beautiful job.

KENTUCKY FIRM CHANGES NAME

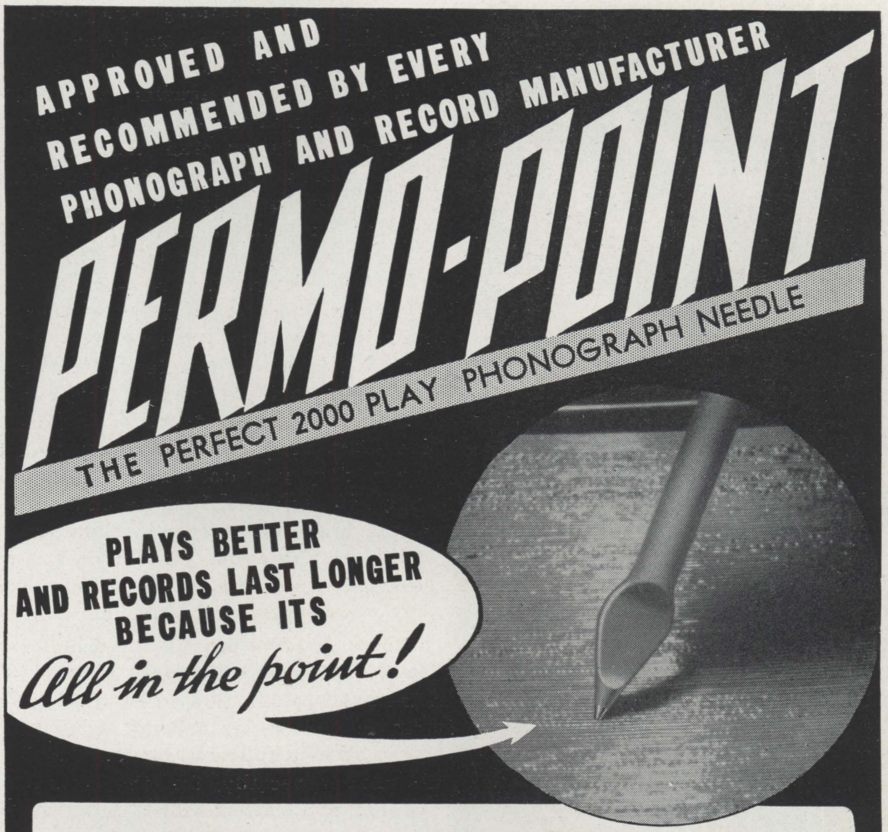
The Paducah Novelty Co., formerly at Paducah, Ky., advised AUTOMATIC WORLD by letter this week that the trade name of the firm had been changed to West Kentucky Novelty Co. and has been moved to Mayfield, Ky. Mr. Puryear asks that his address be changed accordingly so that he would not miss an issue of the WORLD.

* * *

J. L. Garrett & Company have just been made an exclusive Superior salesboard distributor in east Texas. This part of the state is a lucrative field, and Mr. Garrett is considered to be one of the best informed authorities on boards in the Southwest. His experience dates back quite a few years, and he stated Superior is easily the outstanding line of today.

* * *

Tell the advertisers you saw their ad in AUTOMATIC WORLD.


APPROVED AND RECOMMENDED BY EVERY PHONOGRAPH AND RECORD MANUFACTURER

PERMO-POINT

THE PERFECT 2000 PLAY PHONOGRAPH NEEDLE

PLAYS BETTER AND RECORDS LAST LONGER BECAUSE ITS *All in the point!*

PERMO PRODUCTS CORP.

4311-13 Ravenswood Avenue CHICAGO, ILL.

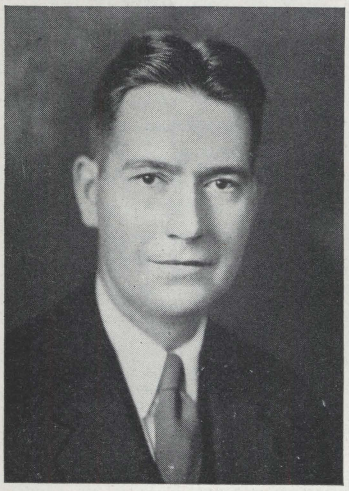
When You Don't Know What to do With Yourself —Do Some Work!

By **JAMES T. MANGAN**
(Director Advertising and Merchandising, in Spinning Reels)

When you don't know what to do with yourself, do some work! Too many times (lately, hasn't it been?) have you found yourself caught in the cross currents of your own inclinations. One force inside is pulling you one way, another force urges you on to go an opposite way. You feel yourself being tossed about like a cork on a rough sea.

You don't know what to do. You don't know what to do with yourself!

When you feel this way—when you feel like you simply have to do something, but you don't know what—do some work.



JAMES T. MANGAN

Work will bring you back to solid ground in a hurry. Take off your coat, spit on your hands and start digging. Work up a sweat. Build something, clean up something. Write a composition. Cut the grass or paint the fence!

Your very first ounce of production will give you a kind of relief beyond all the other satisfactions of life. For when you don't know what to do with yourself, anything else you try becomes destruction. It throws you further into the hole, takes away poise, peace and property, increases your uncertainty.

Work gives you perspective, a new grip on yourself, a confidence in your own power, ability, and usefulness to the world. Work is construction. It builds you up. It adds to your property, your resources. It makes you a definite force, affecting other people by your strength and purpose, instead of being pushed hither and thither, like a cork in the sea or a feather in the wind.

You can't lose yourself—can't distract yourself—anywhere except in work. There is no such thing in life as rest, till first that rest has been preceded by some real strenuous work. Work is easy to absorb, your body and mind were built for rest: rest is simply an aftermath of work, and cannot be enjoyed till work has given you the real disposition for it.

When you are assailed by that don't-know-what-to-do-with-myself-feeling, you can rest assured that your condition has been brought about by too much rest, too little production, by drifting and temporizing. Shake yourself out of it! Go to work!

ARE YOU A SALESMAN?

By **WALTER TILDS**

Are you a salesman? Of course you are! Every good operator is a salesman—he must be if he expects to grow, to become a tycoon in the coin machine business.

Then, as a salesman, if you want to get the real lowdown on what another master salesman thinks about it, read Jim Mangan's new booklet "Thoughts on Salesmanship," which is just off the press.

Jim Mangan, as most of you know, is one of the most successful advertising and sales counsels in the country, not only in the coin machine business but in general business as well. You have no doubt read his timely, instructive and inspiring articles in Spinning Reels, his book You Can Do Anything! and many of the articles spunt from his prolific brain.

If you have enjoyed his work, he offers to send you free his newest booklet "Thoughts on Salesmanship," provided you write for it at once. You are bound to get an earful of sound sales advice from this enlightening little booklet.

Write for it today, you'll want to keep it among your collection of material worth reading. And it's free to operators.

(Of course, in care of Mills Novelty Co., Chicago.—Ed.)

* * *

A well known expert is reported to be telling the secrets of make-up. But nowadays this is done so openly that there's no mystery about it anyway.—Lowell Evening Leader.

* * *

Put the radio in a cleared space. Never set tables, chairs or footstools near it. You don't want to trip when you dash over to turn off a string trio.

Best BY ACTUAL TEST!
Stancor
UNIVERTERS
THE ORIGINAL POWER PACK THAT IS BUILT BETTER—LASTS LONGER — MORE ECONOMICAL!
COSTS NO MORE THAN ORDINARY POWER PACKS
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850 Blackhawk St., Chicago, Ill.

Texas Operators

At the San Antonio meeting of our Texas Association this year, you selected me your full support. Now, that being the case and knowing that you fellows are men of your word—I am making an appeal for you to pay your dues to the State Association immediately.

This appeal is for the future of your own business and to make it possible for the State Association to carry on the work which seems to be of outstanding importance. Now, you fellows know that at the next session of the Legislature questions will be coming up, and we should have someone there to represent us, and it is going to take some money, as you know, to provide for this occasion. Don't put off sending your dues, which is $10, to Mr. John Bachman at 5400 Goodwin avenue, Dallas, Texas, or to me at the Jefferson Hotel, Dallas, Texas.

Of course, all of you know this money is not for my benefit or for the secretary, but it is very necessary to carry on the work of the Association which is going to be the sole means of protecting our industry which seemingly has always gotten the worst end of the deal and many unfair publicity stories from the public's standpoint.

Now, the thing to do after you have read this if you live in Texas and are doing business here and hope to continue to do so is to send your $10 immediately after reading this article.

Sincerely yours,
EARL E. REYNOLDS, Pres.
Texas Coin Operated Vending
Machine Association, Inc.

ANDERSON OFFERS NOVEL IDEA TO OPERATORS

Newark, N. J.—L. C. "Andy" Anderson, general salesmanager of the Stirling Novelty Company, Inc., this city, reported that his firm is preparing to introduce a novel operating plan to the operators throughout the country in conjunction with their Skill-Ball machine.

L. G. "Andy" Anderson

The firm is planning to make the machine as popular as miniature golf was at one time with the public. They will arrange for the first outdoor operations of these games themselves and will, by these set-ups, Mr. Anderson stated, teach the operators a new and novel method of getting the public to play these modern bowling games.

Every outdoor location will be arranged with an indoor spot so that the games will be moved into the store during the fall and winter months, and again taken to the outside of the location during the summer months.

"Andy" also stated that the tremendous interest in Skill-Ball which has been aroused throughout the world, and with operators reporting unusually large profits everywhere, makes this plan feasible.

The firm will also experiment with concessions of merchandise and eatables to go with these outdoor locations.

Colorful awnings will be used to cover the machines and a gate arrangement will be made for the entrance. The players will be able to play the games as they do on the regular locations at this time.

He also reported that some of the largest operators are interested in this plan and will place it to work within the next 30 days in their territories. These empty lots, he claims, can be obtained very reasonably and the rental would be much less than the usual percentage paid to locations. This would not only bring the operators greater profits, he says, but would insure the renting of an indoor spot during the cold months at practically no additional cost.

Models of proposed outdoor and indoor locations are being arranged by the firm as they speed into high production. By July 5 they will be producing 150 games per week with the production schedule even greater for following weeks.

Sample shipments are being made and some of the smaller quantity orders are being filled already.

The game has already won much acclaim wherever it has been located, Mr. Anderson stated, and he also reported that the Southern states have begun to use the games in large numbers.

D. M. Steinberg, secretary-treasurer of the Stirling Novelty Company, announced that concurrently with the arrival of Leslie G. Anderson as general sales manager this coming week arrangements have been made to lease a factory outside of Newark with 50,000 square feet of floor space for production purposes.

The tremendous interest shown by distributors, operators and jobbers in the company's Skill-Ball amusement machine has made it necessary to increase the present production

STANCOR UNIVERTERS
The FINEST BATTERY ELIMINATOR MADE YET THEY COST YOU NO MORE! *Insist on* STANCOR UNIVERTERS IN ALL YOUR GAMES!
STANDARD TRANSFORMER Corp.
850 BLACKHAWK ST.
CHICAGO, ILLINOIS

facilities of 15,000 square feet in Newark.

The company with its new factory in production within the next two weeks will be able to take care of all orders on hand and the increased business anticipated because of sales promotion activities which will be inaugurated immediately.

AUTOMATIC CIGARETTE VENDING MACHINES LIKED IN TOPEKA

By **LEO CRAIG**

Vending machines that dispense popular brands of cigarettes and penny matches are meeting with approval in Topeka, Kan. The Shawnee Tobacco Company, large wholesale jobbers, have installed about 75 of these in the last few months. The machines are a Dugrenier product put out by Stewart & McGuire of New York.

The machines placed in Topeka are in aluminum green and red. These have been placed in all the popular dance halls, cafes, beer parlors and pool halls. Hasher Lane who has charge of the vending machines for the Shawnee Tobacco Company, has picked out some fine locations and the machines are taking in a nice volume of business every day. He has picked the popular spots with great care.

One main reason why these machines have met with approval of the dealers and cafe, pool hall and dance hall managers is that they do not have to buy a state of Kansas cigarette license to carry cigarettes in the vending machine. The Shawnee Tobacco Company pays the license to state and city and keeps the machine in repair and full of cigarettes at all times.

INTERNATIONAL
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308 W. Erie Street
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Write for Prices and Samples

SALTERS OF ALL KINDS OF NUT MEATS

"SUMMER SLUMP" CHALLENGED BY BALLY'S "CHALLENGER"

Ray Moloney

Said to be the first pin-game deliberately designed for warm-weather operation, Bally Mfg. Co.'s new Challenger illustrates the extent to which psychology is utilized by the modern creators of games. A one-shot automatic payout game with the always popular changing odds and multiple coin chute, Challenger features a new type scenic panel emphasizing the pleasant side of summer and drawing the player's mind as far away as possible from thoughts of rising temperatures.

Discussing Challenger, Ray Moloney, Bally's president, coined a new term, psychological air-conditioning, and gave an interesting angle on the design of pin games. "Of course players feel 'hot and dusty' when the weather's that way," Ray stated, "but the idea is not to let the Weather Man chase your customers away—but, instead, hold 'em with a little psychological air-conditioning, such as we built into Challenger."

What is the one thing we all think about in the summer? The answer is water! Even a cooling Tom Collins or gin buck is largely composed of water. When the weather is warm, we want to drink it, swim in it (water, I mean, not gin bucks), fish in it and sail on it. So what is more natural than to put lots of water on a pin game? That's what we did with Challenger—the entire play-field is an ocean—or maybe it's a gulf (Texas papers please copy)—but anyway, it's nice cool-looking blue-green water. Why, they tell me the temperature drops 15 degrees the minute an operator pours a Challenger into location!

But water wasn't enough. We wanted fresh air, cooling breezes, winds to waft our worries away. Well, you can't paint a picture of wind—unless you put in some kind of container, such as a balloon, a bag-pipe or—a sail! And, believe me, when you see these Challenger sail-boats with the wind bellying out their sails and driving them over that cool blue sea—well, one operator had to take the machine out because the storekeeper kicked about the draft!

All kidding aside, Bally designers have done a wonderful job of putting cool, restful atmosphere in Challenger and a wonderful job in creating a really fascinating new game that will be popular in any kind of weather. Orders from leading distributors, who saw the game prior to its announcement, convince us that Challenger will have a run equalled only by our sensational 1-shot hits of last summer.

LOU MORRIS PLAYS THE RACES IN CHICAGO

It is said that during the first week in June Dave Gottlieb of D. Gottlieb & Co., Chicago, received a wire reading something like this:

"Coming to Chicago for daily races Stop Get box seats on finish line Stop Have you any good tips Stop Hope the horses dont stop (signed) Lou Morris Morris Novelty Co. St. Louis."

Immediately, Dave arranged for the seats and then took it upon himself to get the tips. So off he went to the track to get the low-down from the horses themselves.

Well, Lou came into town right on schedule and started out for the track. Being an ardent race fan, he really enjoyed the time although it is rumored that he made substantial deposits but there were doubts about the "take."

Once in Chicago, however, Lou went through the Gottlieb plant to inspect the new Gottlieb baseball game, Sunshine Baseball. After playing the game and hearing about its marvelous reception, Lou had this to say:

"It's a funny thing, here I come all the way from St. Louis to go to the races. I spend time trying to figure a winner and then I place a small bet. With the cry of "They're Off" I start praying and yelling for my horse to run faster. If he does win he's usually the favorite and pays very little—if he loses, well, I enjoyed watching the horses run. But why take a gamble—I can invest a small amount on Daily Races or Sunshine Baseball, place it on location and guarantee myself a real profit. Why take chances on long-shots—play the favorites. I'm for Sunshine Baseball and Daily Races and I'm leaving a nice order for Dave to fill right away."

Salesmanship Tips for Operators

By ISAAC WERT

"PEOPLE like what they know," is one of the best principles in the art of public relations. Coin machine operators should multiply their friends and acquaintances throughout their territory. They should belong to clubs, lodges, civic organizations. They should make contributions to outstanding charities, and aid in "drives." And having joined an organization, the operator should attend regularly.

Along such lines as these, the operator can, within two or three years, become a well-known man, with a great many friends. His sales will increase. It will be easier for him to get the choicest locations.

Do such things as neat appearance, a pleasant smile, and gentlemanly talk, help an operator in his business? Well, do people like blue sky, spring flowers, and good music?

An operator can develop a winning smile. And he should do it! He should train every assistant to have a buoyant, pleasing approach, full of sunshine.

Quality and modernity of equipment are two great talking points. Every merchant knows that new merchant knows that new merchandise is one of his greatest appeals to the public. The most successful operators know that new, flashing equipment is one of their very best talking-points.

Watch your voice! Salesmanship experts all know that a low, pleasant, unexcited tone is the most successful. Loud-talking antagonizes most prospects. A quiet mode of conversation reassures, builds up confidence. In a sense, the operator who least seems to be "trying to sell" a prospective location is the one whose salesmanship is most certain to succeed.

Said a Missouri Valley operator to me, "If I can get one machine in, on trial, I can always keep it in, and add others. From my first call, I see to it that every time I pay a visit, I have conversation with the proprietor or manager. I am a fast builder-upper. Soon I call the proprietor by his first name, and he treats me likewise. I know his hobbies, and a lot of things about his business.

"It works two ways, of course. Not only do I assure permanence of the location, but I get a location that is boosting for me. It makes a lot of difference in the take, whether your location likes you personally, or doesn't. For one thing, you have little difficulty, with the friendly location, in making experiments in placing machines."

"I tried them once. They're not worth bothering with." This was the way the owner of a thriving restaurant, in a coal-mining town, continually put off an operator. Every so often, the operator visited the restaurant, had his lunch there. He cultivated the "boss," and eventually he met the latter's wife. Ingeniously, he made this proposal — that the restaurant man accept the machines, and give the percentage to his wife. Needless to say, the operator saw to it that the wife knew all about the plan. She did the rest!

Some of the most effective salesmanship is what one might call "favor swapping." The operator finds effective ways to befriend a prospective location. The owner reciprocates. The operator doing business over a considerable territory, for several years, has opportunities to perform all sorts of favors, most of them little, but yet much appreciated. Seize every opportunity you can to do good for others. You'll get your reward!

Everything was going along fine for the operator, whose canvass was selling the country grocer fast. Then, nonchalantly, the operator dropped a cigarret stub on the floor, and stepped on it. He never knew why, suddenly, the grocer had changed from "warm" to "frigid," and why, very shortly, he was verbally given a bum's rush. That particular grocer was a crank for cleanliness, as a little observation would have shown the operator. The operator's action was a gross offense.

"When in Strawberry Center, talk as the natives do," is an old salesman's maxim. Fit your language, in other words, to your clientele. However, in acquiring facility in homespun grammar, don't forget how to use good English. In fact, constantly cultivate your ability to meet any sort of people, and more than hold your own. There are exceptions, but, somehow or other, a great many of the very best locations are owned by men with whom only clean and correct language will be effective.

The efficient operator is the man who lines up the most, and best, locations. The machines that go in the most easily may be the poorest producers. Give me the operator who will make not one call, but a dozen or twenty, cheerfully, in the effort to secure a first-class location. If the operator is pleasant, business-er operation, Bally Manufacturing Company's new Challenger illustrates the extent to which psychology is utilized by the modern creators of games. A one-shot automatic payout game with the always popular changing odds and multiple coin chute, Challenger features a new type scenic panel emphasizing the pleasant side of summer and drawing the player's mind as far away as possible from thoughts of rising temperatures.

like, convincing in his approach, he really wins at every interview, though he gets another turn-down. Gradually, thus, he breaks down the resistance.

List the objections you most often encounter. Then, for each, itemize the various replies you have. Analyze your experience, and determine what is the very best reply. Write it out. Memorize it.

The "opposition" an operator runs into, building up his business, uses objections which become rather uniform, cut-and-dried. The operator has the opportunity to be ready for these, with the most telling arguments, used in the most effective way. If he will pattern his practice on that of big companies, he will not only add ease, and poise, with which he canvasses, but he will vastly improve his results.

No salesman in any field ever amounted to much who did not learn the principle of self-improvement. Because an operator is a mediocre salesman today is no reason why he has to continue to be. Let him analyze his experience constantly, find where he is weak, eliminate his faults —and go on to large success. The best salesmen among coin machine operators are rather uniformly the ones who are making, by far, the most money.

NEW ORLEANS and LOUISIANA NEWS

CONDUCTED BY

ADAM LEIDENHEIMER

With daily temperatures well up in the nineties in New Orleans and near or above the century mark in the interior, the coin machine business in New Orleans and Louisiana begins to feel the usual summer setback. However, business is so much better than at this time a year ago that few operators have any real cause to complain about anything, unless it be "slugs" and "more slugs." This is realy the only thing that is beginning to hurt business more than weather. There are today more funny looking nickels being spread around the state than ever before and beliefs that several important "importing" rings had been discovered and broken up by the police now appear to have an overambitious idea.

At a recent meeting of the New Orleans Coin Venders' Association the slug proposition was keenly discussed with legal advisors with little encouragement to the industry. It is now the hope that "influence" can be used in getting the state legislature to recognize the necessity of passing a bill making it a misdemeanor or something for using the "wooden" nickels in all vending machines.

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They Operate
BETTER-LONGER
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ECONOMICAL!
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The exception to the reports of some letup in play is at all of the big outdoor spots where the present patronage is close to the peak as thousands jam the parks, beaches and other outdoor resorts to keep cool, swim and enjoy the pleasures of the latest in pin games. At these places, especially is the play big for music machines.

All music operators say that there is no letup in their business. The hotter the weather gets, the more demands they find for the latest selections and marches. There has been a little difficulty, however, in getting some of the music operators to keep in line with the policies of the association that has existed here since last December and so it has been found necessary to reorganize the music machine boys into a new body.

All operators who have been members of the former New Orleans Music Machine Operators Association, and additional interests have been invited to join up in the United Music Operators of New Orleans which will make its formal bow in the next week to ten days, according to Jerry Germenis, who has been named temporary chairman of the group. Permanent officers, the drawing up of by-laws and a code of ethics and a regular meeting place is to be decided when the organization meeting is called at an unnamed date before the end of the month.

A person would think that when members of a firm that operates one of the biggest machine distributing businesses in the South, does its own location operating at dozens of spots and in addition runs as a side line the South's biggest sport center, Sunday would bring them at least one day of complete rest. But such is not the case with the New Orleans Novelty Company. Each Sunday morning you can find every member of the firm engaging in a double-header of baseball at the big Suburban Acre Farms of Jack Sheehan.

A sudden sweep down on pin machines and slots at Baton Rouge finds the operating field there a bit perplexed as this is written. But the police at the capital city of the state are already fighting among themselves as to the justification for this act and are requesting that the "other" fellow see that orders are carried out. The order to locations to take out machines immediately or else—, is parishwide. Ten ball machines or those not paying off automatically have been given a clean bill.

Jakey Atz, Jr., and Ray Bosworth, popular young operators here, spent several enjoyable days at Galveston recently as guests of Jakey's daddy, the popular Buccaneer manager, Jakey, Sr. Fort Worth fans can still remember great ole Jakey, Sr., who always managed to keep the Cats at the top of the Dixie heap.

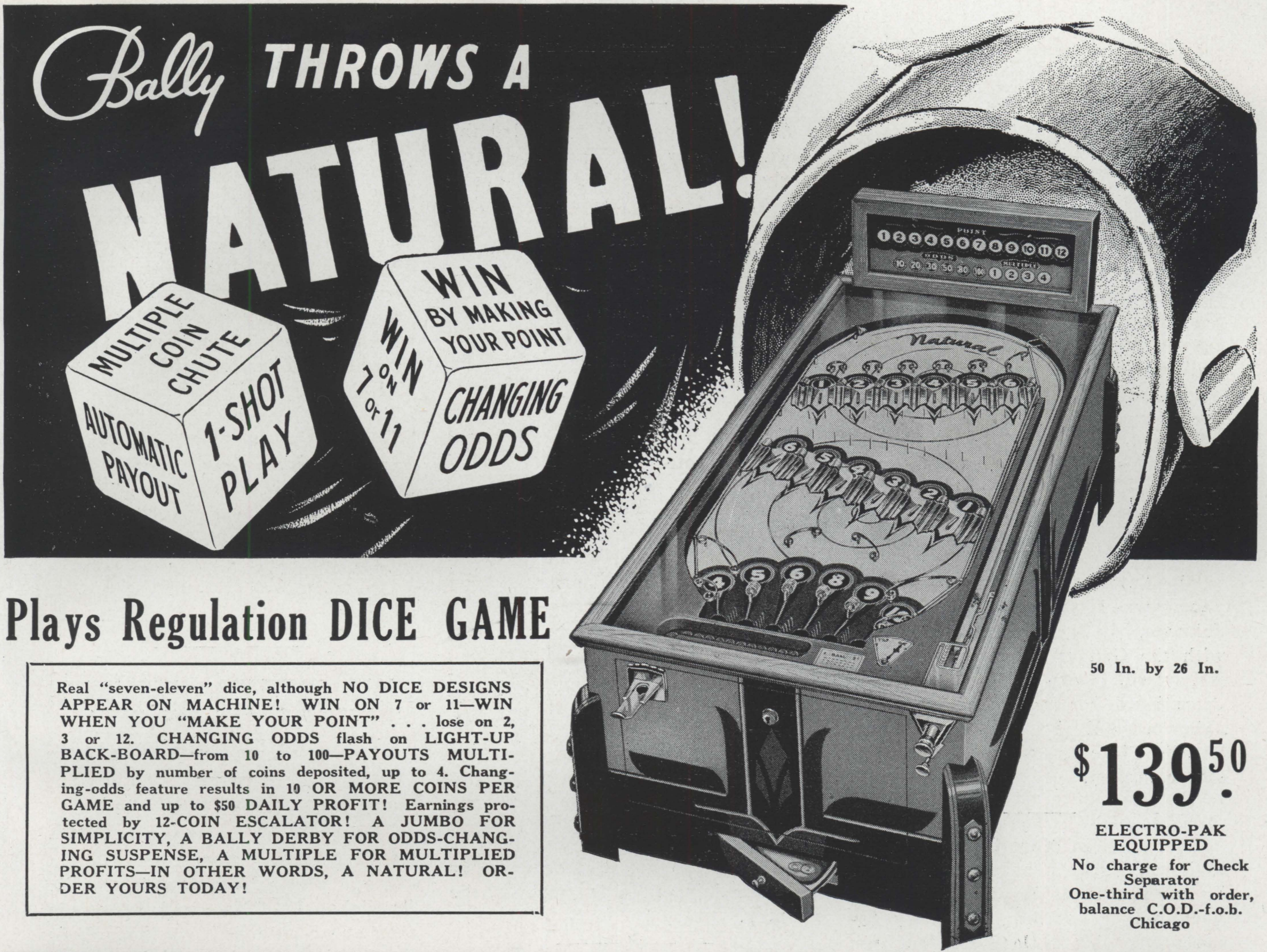
Hank Friedburg, owner of the Crescent Novelty Company, is enjoying the visit of his mother, Mrs. Henry Friedburg, Sr., of Houston. The Friedburgs are well known in the state of Texas and Hank has already proven that the family's popularity can spread over at least one other state, Louisiana. Hank, Sr., is Texas distributor for one of the largest machine manufacturers.

Completely remodeling their offices and display rooms, the New Orleans branch of Stelle and Horton, 822 Carondelet Street, is now one of the best looking headquarters in this section of the country. The office has been enlarged, new assistants added to the force and a shower for the warm days installed to keep the boys "cool" and "collected." I should say **collecting**.

Louis Murphy of the firm has just come back from his vacation, spent on the Mississippi Gulf Coast. Louis says that he hauled fish in such large numbers that the colony laughed out loud when they saw him going home. He says he took pictures of some of his biggest catches but that the shutter on the camera jammed. Oh yea. Charles Millers, assistant local manager, has just returned from a business trip to Austin, the Texas capital.

About 12 or 13 operators of New Orleans enjoyed a big "Fish Rodeo" last week at the Paradise Inn, Grand Pass, near the mouth of the Mississippi. In the party, headed by Frank P. Alessi, were Melvin Mallory, Hank Friedburg, Ed Kramer, L. E. Davis,

Bally THROWS A NATURAL!



Plays Regulation DICE GAME

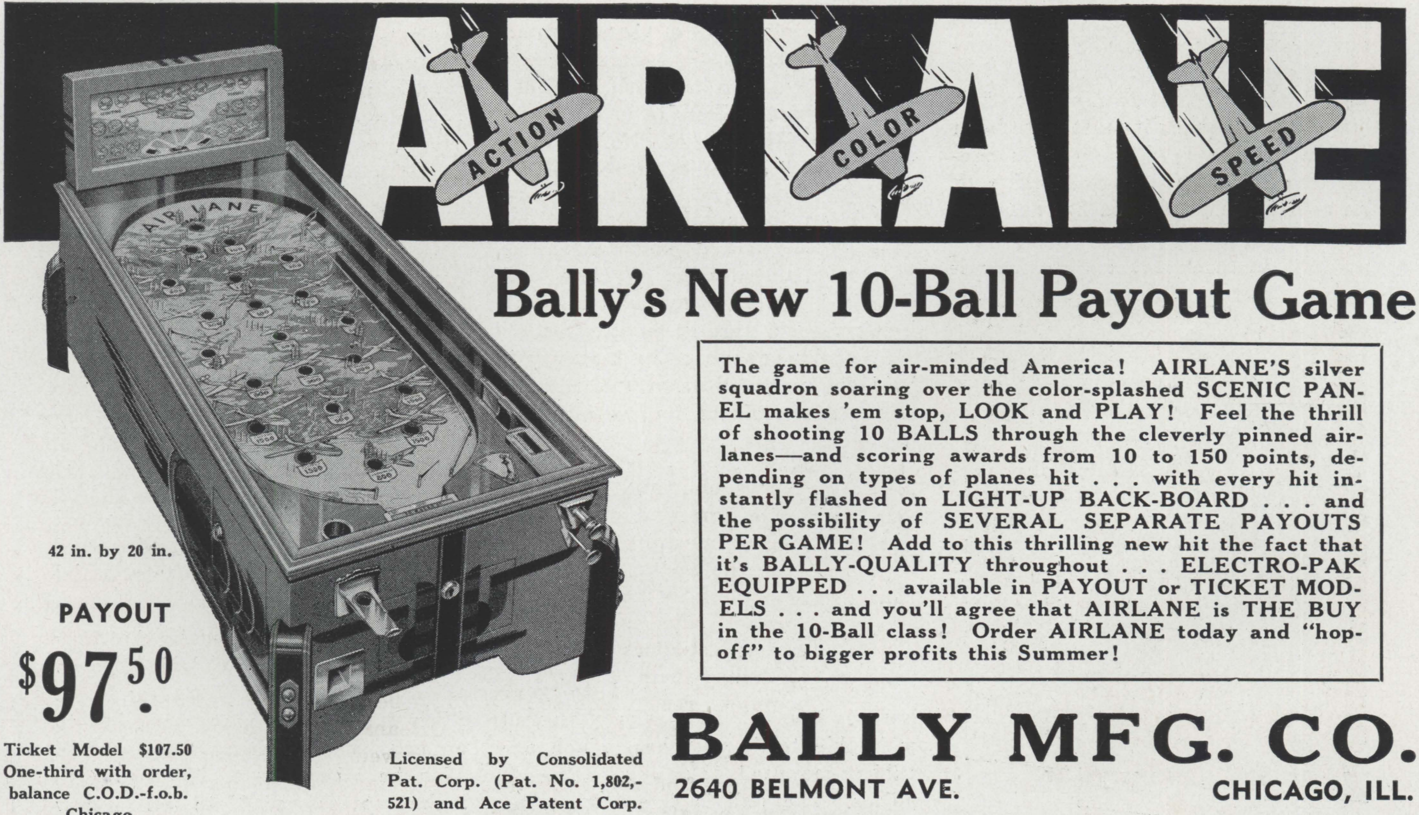
Real "seven-eleven" dice, although NO DICE DESIGNS APPEAR ON MACHINE! WIN ON 7 or 11—WIN WHEN YOU "MAKE YOUR POINT" . . . lose on 2, 3 or 12. CHANGING ODDS flash on LIGHT-UP BACK-BOARD—from 10 to 100—PAYOUTS MULTIPLIED by number of coins deposited, up to 4. Changing-odds feature results in 10 OR MORE COINS PER GAME and up to $50 DAILY PROFIT! Earnings protected by 12-COIN ESCALATOR! A JUMBO FOR SIMPLICITY, A BALLY DERBY FOR ODDS-CHANGING SUSPENSE, A MULTIPLE FOR MULTIPLIED PROFITS—IN OTHER WORDS, A NATURAL! ORDER YOURS TODAY!

50 In. by 26 In.

$139.50

ELECTRO-PAK EQUIPPED
No charge for Check Separator
One-third with order, balance C.O.D.-f.o.b. Chicago

AIRLANE



Bally's New 10-Ball Payout Game

The game for air-minded America! AIRLANE'S silver squadron soaring over the color-splashed SCENIC PANEL makes 'em stop, LOOK and PLAY! Feel the thrill of shooting 10 BALLS through the cleverly pinned air-lanes—and scoring awards from 10 to 150 points, depending on types of planes hit . . . with every hit instantly flashed on LIGHT-UP BACK-BOARD . . . and the possibility of SEVERAL SEPARATE PAYOUTS PER GAME! Add to this thrilling new hit the fact that it's BALLY-QUALITY throughout . . . ELECTRO-PAK EQUIPPED . . . available in PAYOUT or TICKET MODELS . . . and you'll agree that AIRLANE is THE BUY in the 10-Ball class! Order AIRLANE today and "hop-off" to bigger profits this Summer!

42 in. by 20 in.

PAYOUT

$97.50

Ticket Model $107.50
One-third with order, balance C.O.D.-f.o.b. Chicago

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,-521) and Ace Patent Corp. (Pat. No. 2,010,966).

BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILL.

John A. Fitzgibbons, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

Ray Bosworth. Louis Boasberg, Charlie Miller, Elmo Pierce, Vincent Cantalosi, Jack Sheehan and two or three others. The boys brought home a big haul of drum, channel cats, trout, croakers and a jack fish. (Not a Jackpot fish as Frank says it was.)

The five-ball tables are beginning to make a creditable showing in New Orleans and nearby points. Bally's Sky-High, Keeney's Booster and Stoner's Turf Champs are doing well, operators saying that while the play is slower than the one-ball, the consistency of the demand for the machines makes up for the difference. Operators believe that the swing to more balls may arouse more zest for the summer season.

The Automatic Novelty Sales Company, owned by Morel Elmer and Ed Johnson, has been sold and combined with the General Novelty Company. Elmer will devote all of his time to operation of his candy business, while Johnson will be associated with Charlie Phillips, owner of the General company.

Operators in New Orleans regret to learn of the misfortune suffered by the family of Ed Stern. Everybody here is wishing a speedy recovery for his little granddaughter at Dallas. It was only a few weeks ago when Ed was telling your correspondent how fond he was of this dear little girl and we can all understand what a shock it must have been to him to learn of the child's misfortune in having burnt itself with an acid while playing in her home.

Northwestern
3
COMPARTMENT
SELECTIVE
BULK VENDER
TO BE ANNOUNCED SOON!
Watch for it next month!

LEW FISHER REPRESENTS JENNINGS IN OKLAHOMA

Arrangements were concluded this week, whereby Lew B. Fisher, formerly owner of the Sunset Novelty Co., 1300 Jennings avenue, Bartlesville, Okla., is now the organized representative of the Fisher Brown Organization of Dallas, Texas, distributors of Jennings products.

For the time being Mr. Fisher will maintain offices and display rooms in the same building which was occupied by the Sunset Novelty Co. Here the complete Jennings line, including the famous "Chief" machine, "Redman," "Flicker," "Club Vender," and "Baseball" games will be on display. Later on, Mr. Fisher plans to open new and modern headquarters, consisting of display room, shop, and warehouse, at Tulsa.

Those who know Lew Fisher will testify to his complete and thorough knowledge of the coin machine business, and to his sterling character and honest dealings, which have made him one of the best-liked operators in the entire Southwest.

The Fisher Brown Organization, with this new connection now expect Jennings products to skyrocket to the top of the list in Oklahoma, as they are doing in other parts of the country.

SEIDEN OFFERS A NEW LOW PRICED AUTO TRAILER

The Henry W. Seiden Company announces a new price reduction on his new Seiden Auto Trailer. The new low price is only $33.95.

It is easily hooked up to any make of car in a few minutes' time, and detached just as fast, and will prove invaluable to the operator. An an idea of its capacity, the trailer will hold eight pin tables or two regular size phonographs or digger machines, as many slot, counter machines, scales, peanut and confection machines as the operator cares to load up. The trailer has one-half ton capacity. Compare this new way of transporting games with the old way of tying them upon an automobile rack and also carrying them on the inside of the car.

The trailer is attached to your bumper brackets by means of rugged malleable towing hitches, which are rubber mounted, thus eliminating all noises. The pull is direct from the car chassis. It tracks directly behind the car with no sway, skid or whip, regardless of the load or the speed. The heavy single wheel has a General pneumatic tire that holds from 40 to 60 pounds of pressure, depending upon the load to be carried. The wheel is mounted on a fully inclosed steel spindle that operates in oil and never requires adjustment. The spindle enables the driver to handle the car and the trailer as if it were one unit. He can drive forward or backward or turn without regard for the way the trailer will act. The chassis is all steel with a warp-proof solid wooden back which permits easy loading and unloading. The sides of the chassis are strongly constructed of pressed steel, and the flare is braced with four full length stake pockets. The trailer has a pressed steel channel frame. The inside dimensions of the trailers are 42 inches wide and 52 inches in length.

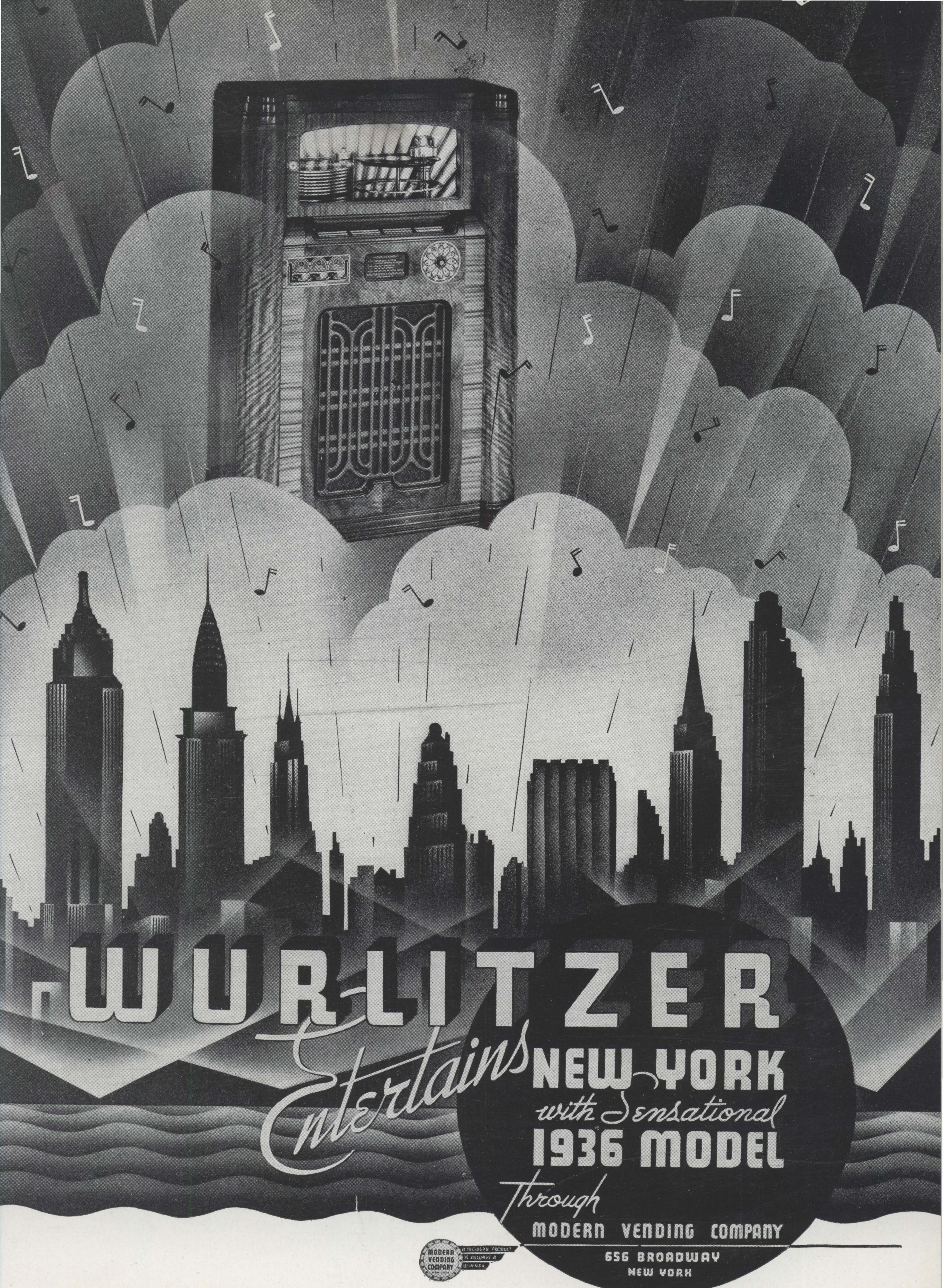
NATE GOTTLIEB ON TOUR TO PACIFIC COAST AND TEXAS CENTENNIAL

"In the spring a young man's fancy lightly turns to thoughts of"—travel. Thus begins a story from Chicago about Nate Gottlieb of D. Gottlieb & Co. Nate will leave very soon on an extended trip throughout the Southwest and Pacific Coast.

"This trip," said Nate, "is supposed to be a vacation but I've been commissioned by Dave to make a casual survey out West, but will manage to find a little time to do some vacationing. Seriously speaking, however, I want to find out for myself, sort of incognito, what the boys out west are doing and incorporate a few ideas I may gather."

The story goes on to say that Nate will leave Chicago and head for the West Coast, stopping at principal cities enroute. He will take time out to investigate the "Honeys of Hollywood" and will also go down to see what makes the horses run at Tia Juana. While in San Diego he will visit the California Exposition and compare it with the Texas Centennial when he gets to Dallas.

Some of his friends claim that they can tell you why Nate decided to go to California instead of New York. With the theatre season coming to an end, the Broadway Beauties will soon be migrating to Hollywood to make movies and Nate will follow right behind to "try" to make them (and we don't mean the movies).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Entertains NEW YORK
with Sensational
1936 MODEL
Through
MODERN VENDING COMPANY
656 BROADWAY
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MODERN VENDING COMPANY
NEW YORK
A MODERN PRODUCT
IS ALWAYS A
WINNER

CHICAGO COIN MACHINE COMMENT

By *W. C. DILLON*

Automatic World Representative *185 N. Wabash* *Telephone State 8971*

STOPPING ANTI-AMUSEMENT GAME CRUSADERS

The spirit of adventure, of skill, and trying one's luck, is in every man's make-up—save that of a robot. A fact entirely overlooked by the well meaning but horizon-limited, self appointed crusaders who, at every opportunity, spout condemnation against all coin or slug operated amusement machines.

The great majority of the American public endorse these machines. It is the minority that condemn, and would ham-string the business, as was the abortive attempt against cigarettes, Sunday ball games, and one-piece bathing suits.

It is these minority objectors who screw up the works with the industry. Who bang the tom-toms in heading up resistance against amusement machines.

This action leads to confiscation of machines, or strangulation licenses, all of which reacts in running up operators' blood pressure, and is exasperating to the distributors and manufacturers.

To say that the objectors' minds cannot be met and their prejudices overcome is to admit defeat without a conscientious effort to meet the problem.

With the intelligence represented by the industry's ten thousand operators concentrated upon the objectors, who blast the business as a "racket," in co-operation with a plan such as present by Mr. Ray Becker in his article in the May issue of AUTOMATIC WORLD, their minds can be changed.

Among the objecting crusaders against amusement games, are the creed who would ban horse racing at state and county fairs that are attended and enjoyed by millions annually. But their ideas have been turned down by the public, and the public will also turn thumbs down on their efforts against amusement games if properly approached to do so.

Let us refer, if you will, to baseball, the pulse stirring game of millions of fans, combining action, skill and excitement. What crusader for the straight and narrow, can witness a bat's crash of the ball and its rocket flight over the home run fence without being thrilled. And does his face turn red when the fan next to him to take all bets that Slugger Pete will score Sliding? Zeke in from second? No, it does not. As a matter of fact, he would bet his socks on Pete, if he was challenged hard enough.

His gaming instinct would react the same way if some operator would get him to spend some time with any of the many types of amusement machines. Doing so would sell him on the place these machines fill in satisfying man's uniform desire for wholesome amusement.

After all, it is better for a man to spend some moments with these games in the evening and go home to his family, than to get started with the same two-bits to a dollar in a poker game with the boys, and wind up at home at a late hour soused and broke.

The crusaders against amusement games do not realize that man was born to take a chance, and when they ban pastimes he considers harmless, it results in his resentment and he resorts to those things which are not to his interest.

In the scheme of life man cannot, and will not allow himself to be herded, corralled or dictated to as to his personal liberty, as exemplified in the Volstead Act, infringement of it, and its consequent repeal.

AD-LEE NEW COMPARTMENT CANDY MACHINE

The Duette two compartment nut and candy vending machine of the Ad-Lee Company, has met with such a warm reception by the public, that the company has now brought out a three compartment machine which retains features of the Duette, but which is different in its appearance. It is in a distinct class of its own, with an appearance that dresses up any surroundings that it is placed in. An appearance in fact so outstanding that it attracts the attention to the candy and nuts displayed in it, with resulting sales such as has not been experienced with many other machines.

* * *

It was a sultry day, and the two sailors had just been released from a hot spell of duty aboard.

Immediately they reached shore, they made a bee-line for the first public house they saw, and ordered two quarts of ale.

The men emptied their tankards in one draught, whilst the barmaid looked on in undisguised admiration.

The man who had paid stood a second or two wetting his lips meditatively, and then turned to his comrade with a grin. "Tain't so bad, Bill, is it?" he remarked. "Shall we have some?"

⁂

Into the night court the other evening, they marched a man who had all the earmarks of a professional tough guy. This chap was as desperate-looking as any gorilla you've ever seen.

The magistrate looked down at the surly prisoner.

"Well," asked His Honor, "guilty or not guilty?"

The prisoner scowled.

"Figure it out for yourself," he snarled. "That's what yer gettin' paid for!"

⁂

"Hello! This is long distance. I have a call for you from Miami."

"Hello! This is Ben. Listen, Jack, I'm stranded here and need $100."

"I can't hear. Something is wrong with the phone."

"I want $100."

"I can't hear you."

Operator: "I can hear it OK."

"Well, you give him the $100."

⁂

Oh, John, screamed the excited woman driver, the car is running away.

Can you stop it? asked the worried husband.

No.

Well, then, see if you can't hit something cheap.

IT'S THE REAL McCoy

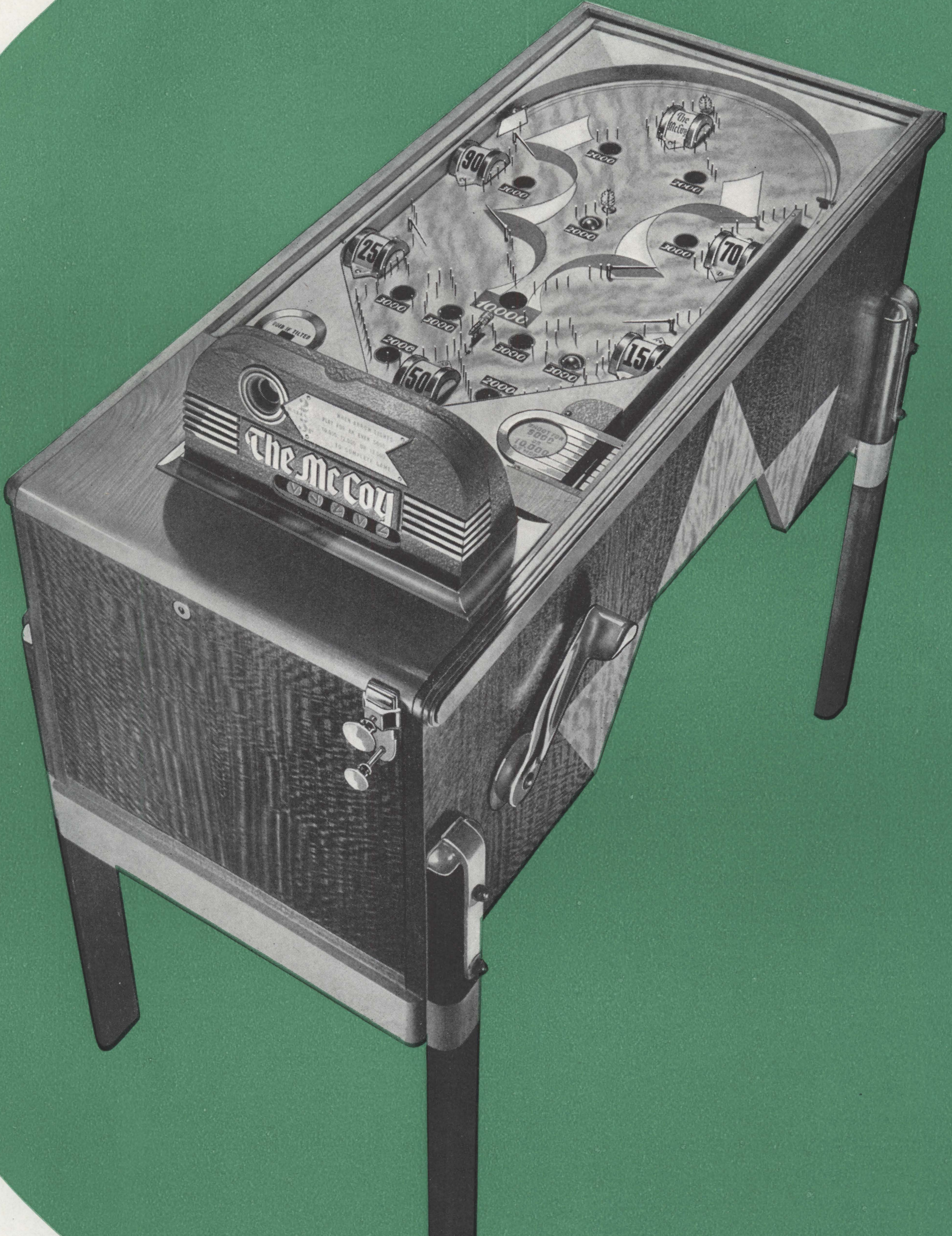
The McCoy

A New Pay Table by Mills Representing the Ultimate in

INSTANTANEOUS APPEAL—LONG RUN EARNING POWER—FREEDOM FROM SERVICE

The Ten Grand prompted it, fathered it! You very well know the reputation of the remarkable Ten Grand "Not a Service Call in a Truckload!" That was and STILL IS some table! The longer you let it go, the more money it makes, the better satisfied players are with it. Its solid, substantial 35 year mechanism, WITH ALL THE BUGS TAKEN OUT LONG AGO, assures uninterrupted operation, freedom from service. Time saved, play saved, MONEY MADE!

The fewer your service calls, the more money you make—that's pay table gospel! Now we are happy to offer you a table with all of the amazing strength and permanency of Ten Grand with a wealth of new playing and operating features! Now you can really make something out of pin table operating—the new Mills McCoy is the foundation on which to build your castle of profits.


The McCoy
90
25
70
15
50
2000
3000
10000

The McCoy

A Fascinating Pin Game—Exclusive, Distinctive, Combined

with Genuine Full Size Mystery Bell Mechanism

Use a player principle that can't fail to attract—the McCoy payout is the Bell payout! How those players love to pull the handle! How they love to shoot those balls in order to collect on the result the handle pull brings about!

Immediately after dropping nickel and pulling handle, the famous McCoy lights begin to flash. Splash! Splash! Splash! Their bursting illuminations dramatize the rewards of 15, 25, 50, 70, 90, 100 and The McCoy (jackpot). Who knows which dome will remain lighted? Who knows what that marvelous Mystery Bell inside the cabinet will do?

ONE light always remains—it's either a Bell reward or a table reward. This reward is now collectible by skillful shooting of the two balls—a score of 5,000 for the 15 table reward, and a score of 5,000, 10,000 or over for any one of the Bell rewards. The McCoy light is, of course, the most important thing on the table. This McCoy Jackpot can be made any amount you desire from 100 to 500.

The McCoy idea is practical—35 years' playing experience prove it can't miss. The McCoy construction is dependable. The spotless service record of the Ten Grand backs it up completely. In addition, the Mills McCoy is also of figured Avodire, tastefully decorated and enhanced with the finest appointments and fittings.

"The World's Most Extraordinary PIN TABLE"

Its new cabinet is breathtaking in beauty—no pin table ever approached its luxury and richness. It is made of Avodire wood—imported from Africa—and inlaid with exquisite Tiamo, also an African importation. Both these woods are much more rare and expensive than mahogany, and we have followed the McCoy banner with absolute fidelity. The word "McCoy" means the REAL GOODS, and that's the way we built this table! The playing panel is

It's equipped with the famous Mills Escalator—showing last five coins played. The most practical slug discourager ever invented.

Can also be supplied, at a slight extra cost, equipped with the Milco Check device which makes it possible to play it only with nickels or the specially purchased Milco Check.

Its tube never runs dry—holds $7.50 in nickels.

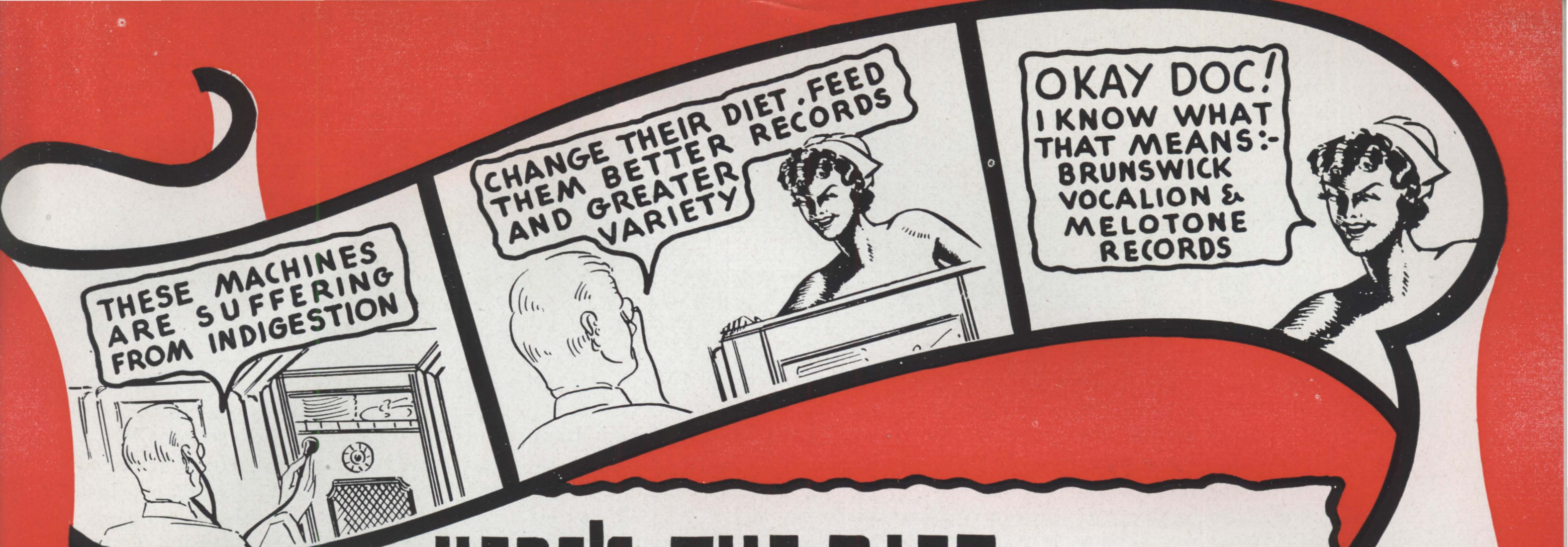
Players never break or bend its coin chute—the table is too strong, too heavy, too well protected. Those 35 years Mills spent in perfecting the Bell are certainly worth money to you.

Be a McCoy Operator

Operate the real thing—Mills McCoy. Be the first operator to run a route of tables as free from trouble as a route of Bells—McCoys. Don't guess, don't speculate, don't dream—insist on the genuine article. There is nothing like McCoy, for Mills makes the only Mystery Bell which is the heart of the McCoy table. You can expect the same kind of a life from The McCoy as you can from the Mystery—you buy it for years of service and expect that the small sum it costs you will be paid back over and over again as the months go by.

The McCoy is ready NOW! Immediate Shipment! The price is genuinely attractive; it's easy to get it back in a brief run in any kind of a spot.

MILLS NOVELTY COMPANY
4100 Fullerton Ave., Chicago, Ill.
"YOUR MONEY IS ALWAYS SAFE WITH MILLS"


THESE MACHINES ARE SUFFERING FROM INDIGESTION
CHANGE THEIR DIET. FEED THEM BETTER RECORDS AND GREATER VARIETY
OKAY DOC! I KNOW WHAT THAT MEANS:- BRUNSWICK VOCALION & MELOTONE RECORDS

HERE'S THE DIET THE "DOCTOR" RECOMMENDS TO KEEP YOUR MACHINES IN A *Healthy Money Making Condition*

BRUNSWICK

7684—Warmin' Up—FT; Blues in C Sharp Minor.
Teddy Wilson and his Orch.

7682—The Scene Changes—FT—From "A Private Affair;" Nothing's Blue But the Sky—FT.
Kay Kyser and Orch.

7683—River Man—FT; In an Ivy Covered Arbor—FT—From "Poppy."
Jimmie Grier and Orch.

7685—When You're Smi'ing (The Whole World Smiles With You)—FT; Are You in Love With Me Again? FT.
Cab Calloway and Or.

7672—Does Your Heart Beat for Me—FT; I Found a Rose—Waltz. Music in the Russ Morgan manner.

7677—Jes' Natch'ully Lazy (I Was Born That Way)—FT; Love Is the Reason—FT.
Cab Calloway and Orch.

7681—When I'm With You—FT; But Definitely—FT. Both from "Poor Little Rich Girl."
Hal Kemp and Orches.

7679—I'm Grateful to You—FT; Where There's You There's Me—FT.—From "The Two of Us."
Jimmie Grier and Orch.

7680—Cross Patch—FT; Swing Me a Lullaby—FT.
Louis Prima and N. O. Gang

7676—These Foolish Things Remind Me of You—FT—From "Spread It Abroad;" Take My Heart—FT.
Nat Brandwynne and Stock Club Orchestra.

VOCALION

03256—Sweet Violets No. 2—Nov. Vocal with Inst. Acc.; Down By the O'd Mill Stream—Hot Dance with Singing.
The Sweet Violet Boys

3252—All My Life—FT—From "Laughing Irish Eyes;" It's a Sin to Tell a Lie—FT.
Putney Dandridge and Orch.

3253—When I'm With You—FT; But Definitely—FT Both from "Poor Little Rich Girl."
Bunny Berigan and his Boys

3255—Mess-A-Stomp—FT; Blue Clarinet Stomp—FT.
Andy Kirk and his Twelve Clouds of Joy.

3254—If I Had My Way—FT; I Nearly Let Love Go Slipping Through My Fingers—FT—From "It's Love Again."
Bunny Berigan and his Boys

3244—You — FT — From "The Great Ziegfeld;" Would You—FT—From "San Francisco."
Henry Allen and Orch.

3247—Blue Rhythm Fantasy—FT; At the Rug Cutter's Ball—FT.
........Teddy Hill and Orch.

3245—Tormented—FT; Nothing's Blue But the Sky—FT.
Henry Allen and Orch.

3234—Robins and Roses—FT; I've Got a Heavy Date—FT.
Stuff Smith and Onyx Club Boys

3235—Let's Sing Again—FT—From "Let's Sing Again;" The Glory of Love—FT.
Mal Hallett and Orch.

MELOTONE

6-08-02—A Little Bit Later On—FT; I Gotcha—FT.
Don Redman and Orch.

6-08-09—Rhythm on the Range—FT; Empty Saddles—FT—Both from "Rhythm on the Range."
Rudy Vallee and Connecticut Yankees.

6-08-10—When I'm With You—FT; But Definitely — FT — Both from "Poor Little Rich Girl."
Joe Reichman and Orch.

6-08-08—On the Beach at Bali-Bali—FT; The Scene Changes—FT—From "A Private Affair."
Dick McDonough and Orch.

6-08-05—Where Is My Heart—FT; Long Ago and Far Away—FT—Both from "Three Cheers for Love."
Vincent Lopez and Orch.

6-08-06—River Man—FT; No Regrets—FT.
Joe Haymes and Orch.

6-08-01—You Can't Pull the Wool Over My Eyes—FT; Small Town Girl—FT—From "Small Town Girl."
Joe Haymes and Orch.

6-08-51—The Answer to Nobody's Darling—Vocal with Inst. Acct.—Gene Autry; Answer to Red River Valley—Vocal Duet with Inst. Acc.
Gene Autry and Jimmy Long

6-07-14—A Rendezvous with a Dream—From "Poppy;" Lopez Swing—FT.
Vincent Lopez and Orch.

6-08-11—I Nearly Let Love Go Slipping Through My Fingers—FT—From "It's Love Again;" Oh, My Goodness — FT — From "Poor Little Rich Girl."
Gene Kardos and Orch.

Write for Complete Lists and Wholesale Prices

WARP PROOF ★ WEAR RESISTING

Brunswick Record Corporation

1776 BROADWAY ◆ ◆ ◆ NEW YORK CITY

BRANCHES: NEW YORK, CHICAGO, DALLAS, LOS ANGELES, SAN FRANCISCO, ATLANTA GA.

» » » Flashes From NADA » » »

FUNNY how easily discouraged some folks can get over a few adverse decisions made on the legality of the automatic payout machines. We need only to look to California to get the real trend of affairs which will undoubtedly influence surrounding states and eventually get over the mountains into the Middle-Western, Southern and Eastern states. Recent legal decisions in this state have provided divided distributors, jobbers and operators with much encouragement relative to the operation of automatic payout and ticket machines. The effect of these decisions should be far-reaching and do much to create a more liberal attitude on the operation of such types of equipment.

NADA has always held to the view that what one city or state does in the way of passing favorable legislation, it will influence surrounding cities and states, and the same is true with legal decisions, either for or against the machines.

At the present moment, we find many cities drawing up favorable ordinances that will permit the operation of all types of pin tables, including other types of machines. Everything points to better conditions within the industry. It behooves everyone to put their shoulder to the wheel and do all they can to legalize the machines. As in the case of the Eigtheenth Amendment, public sentiment played an important part and it was finally counted out. We are more liberal today in our thoughts than we were a few years back, and with this new attitude, plus proper publicity, the troubles of the coin machine industry should soon be over.

Here and There

Scoop! A month ago it was reported that Babe Kaufman (NYC) would have to scout around for larger quarters if her business continued to grow. Well, it's come to pass and after July first, address the Babe at 250 West 54th street. Babe will be in Chicago shortly to issue personal invitations to the higher-ups of the trade to attend her gala opening party.

Those Wolchers certainly can cover the ground once they get away from their home port. Lou (Advance of San Francisco) popped into Chicago recently on his way to NYC for a visit with his mother. He reported the San Francisco territory as being in fine shape and expects his banner year for sales. Recent favorable court decisions within the territory has done much to bring about this feeling. That aviator brother of his, Harry (Western of Seattle) can always earn a living if the coin machine industry ever goes blooey. Harry holds a transport pilot's license in addition to a membership in the O'Toole Clan.

Continuing on the subject of aviation, George Ponser (Newark) is an air devotee. Every time he leaves the office there's a look of anxiety on the faces of his employees as they never know whether he's going to the corner hamburger stand for lunch, or down to the airport for a little jaunt to Chicago. Right now George is taking a well-earned vacation through the Southwest.

See where the boys on the Coast have dubbed Jack McClelland (National of Los Angeles) "Firecracker Jack" in honor of his long standing membership in the O'Toole Clan . . . Can't understand why they didn't think to call him "Egg Shampoo Jack" which would have been more appropriate. At least that's what Mrs. Jack would have suggested.

Like an octopus reaching out its many arms, Smiling Carl Trippe (Ideal of St. Louis) has bought out another going concern. This time it's Jack Rosenfeld of St. Louis. Jack turned lock, stock and barrel over to Carl and after taking a needed vacation, in Europe, Jack will become associated with Ideal.

Right at this moment Bill Helriegel and Izzy Rothstein (Keystone and Banner of Phillie) are doing their part to make Philadelphia safe for pinball machines. The city fathers are carrying on a prolonged debate over the games, but will eventually pass the model ordinance that will license the machines.

Myer Marcus (Markepp of Cleveland) is greeting the trade at his new palatial offices and showrooms located at 3328 Carnegie avenue. Meyer is another NADA member who has identified himself with every progressive movement to promote the legality of the games, as well as to build up better public relations through well planned advertising campaigns. Fame of Meyer's trailer has spread to all parts of the country and many Bally distributors are writing him for complete information on the trailer and its activities in the field.

Fishing on Chesapeake Bay is one diversion that takes Carl Mantell out of Baltimore on week-ends. The coin machine business of National is far from Carl's mind as he sits on the back end (stern) of his yacht and fishes from morn till night. The funny part of it is that Carl doesn't eat fish and Mrs. Mantell still can't understand why he puts in his time fishing.

It seems fitting and proper that we take this opportunity to congratulate Jack Nelson on his becoming general sales manager of the Rock-ola Manufacturing Corporation. He has the best wishes of all NADA members and their organizations.

At least the caption under Harry Moseley's (Richmond) home that was pictured recently in one of the trade papers did not mention it was the house "that nickels built" (apologies to Harry Drollinger). But just the same both Harrys have a right to be proud of their homes.

Art Suave (Detroit) says this year has been an excellent one for him since Detroit is back again in the money. Guess the firms Art does business with are just as pleased as he is over the come-back of Detroit. And by the way, has anyone seen Jim Ashley (American of Detroit) lately? Nary a word from him for over a month and it's hoped the big bad wolves of the North Michigan country haven't taken a fancy to Jim.

The Dr. Jekyl and Mr. Hyde Club

of NADA has added another member. This time it's Wilds. He's manager of Automatic-Markepp, Inc., Chicago, and doubles in brass as managing director of NADA. Commodore Lazar, Dave Bond, George Ponser and Dave Robbins are the charter members of this new organization within NADA.

By the way, recent visitors to Chicago includes Dave Robbins, J. D. Lazar, S. L. Stanley, Meyer Marcus, Bill Marmer and Carl Trippe.

All's well on the Ohio, but Bill Marmer (Sicking of Cinncy) has promised to turn up in Chicago right soon with a brand new counter game idea. The trade still can't figure out how Bill can consistently bob up with winners. Seemingly without effort on his part.

Any day it's expected that S. L. Stanley (Automatic of Memphis) will come forth with an announcement that he has bought an airplane so he can cover his territory more efficiently and quickly. Jim Buckley (Bally) is sicking a lot of airplane manufacturers and salesmen on poor S. L.

The north and south of California met on a common ground in Chicago just the other day. None other than Lou Wolcher and Jack McClelland. Both were smoking the peace pipe in Conference Room A.

MORAL: Let the players win often, it will increase profits and keep the location sold.

BIG MANUFACTURER BOOSTS TEXAS DISTRIBUTOR

In its June issue, "Scoops," the new house organ of Superior Products, Inc., of Chicago, publishes this tribute to Electro-Ball Co. of Dallas:

"There are a lot of big distributors pushing the Superior Salesboard line, but perhaps one of the most prominent in these United States is the Electro-Ball Co., of 1200 Camp street, Dallas, Texas.

"Mr. Lester Burchfield is in charge of the salesboard division and he swears by Superior as he sits in the Dallas office. The operators know that they will receive 100 per cent co-operation from this veteran of the salesboard field, as Mr. Burchfield knows what the operator needs. His field is so broad that he is constantly in touch with the new developments.

"Electro Ball operates in Oklahoma City, Okla., at 537 N. W. Ninth street; in Waco, Texas, at 128 South Seventh street; in San Antonio, Texas, at 428 Main avenue; in Wichita Falls, Texas at 804 Tenth street; Fort Worth, Texas, at 1018 Jennings avenue; New Orleans, La., 517 Canal street.

"This large number of branches puts the Electro-Ball Co. in a most strategic position to know just what is going on in all sections of the Southwest, not only in salesboards but in amusement machines as well.

"Electro-Ball have a complete assortment of the best numbers of Superior salesboards in stock at the various branches and can ship on short notice."

WESTERN KENTUCKY MUSIC OPERATOR REPORTS FINE BUSINESS

One of the foremost music operators in western Kentucky, C. W. Green, of Upton, Ky., started in the music operating business a little over two years ago with only one second-hand automatic phonograph. Today his route of machines numbers close to 100 units.

He has built up a most efficient operating organization which is on its toes 24 hours of the day, seven days per week, and as a consequence of the brand of co-operation rendered his locations, Green is today occupying a most enviable position in his territory.

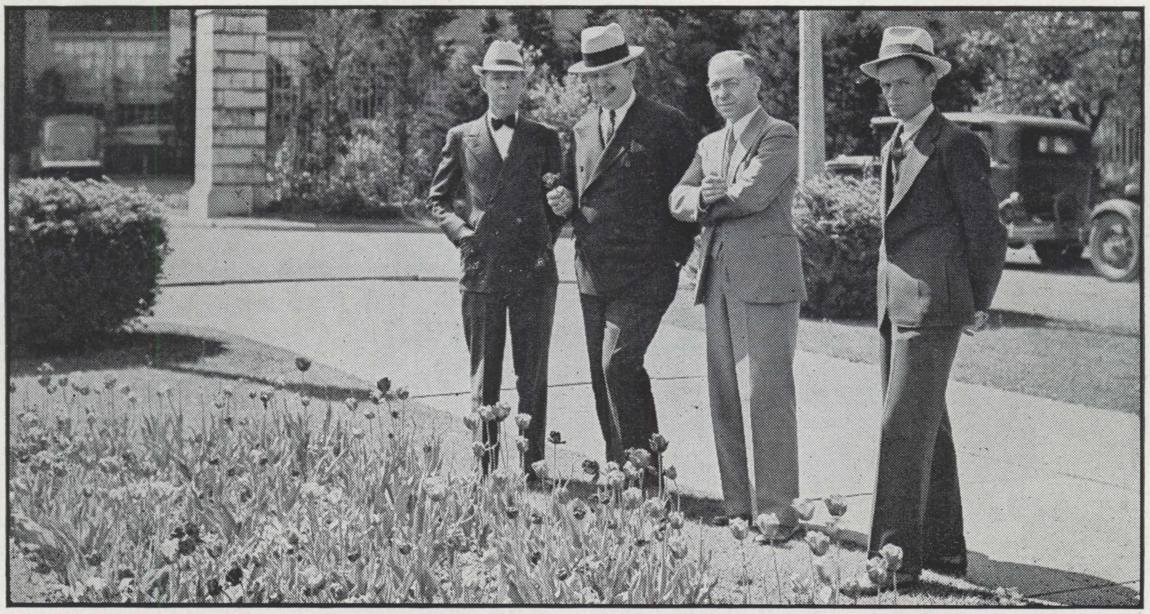
His music equipment is practically all of the fully-selective type and Wurlitzer-Simplex machines constitute a very large portion of his units. New delivery equipment further enhances the prestige of this operator.

On a recent trip to the Wurlitzer plant in North Tonawanda, N. Y., he was accompanied by one of his service men, Mr. Jenkins, who came along to see the country and to keep C. W. from going to sleep while driving.

The illustration below was taken in the beautifully landscaped gardens in front of the Wurlitzer plant and from left to right the persons are: C. W. Green; H. E. Capehart, vice-president of the Wurlitzer company; R. G. Norman, advertising manager, and Mr. Jenkins.

That Drunk Again

Drunk (phoning to wife): "Thash you dear? Tell the maid I won't be home tonight."



Left to Right—C. W. Green, H. E. Capehart, R. G. Norman, Mr. Jenkins

Rock-Ola Organizes Parking Meter Corporation

Expects to Manufacture 1000 Units Per Day

Believing that parking meters have become a recognized necessity for regulating city automobile traffic and that the demand will increase as the cities become more familiar with them, David C. Rockola, well known coin machine manufacturer, has organized the National Park-O-Graf Corporation for the manufacture of these little street machines.

The National Park-O-Graf Corp. is chartered under the state laws of Illinois with a capital stock of $1,000,000 and is headed by Mr. Rockola. Commenting on the new manufacturer of parking meters, a Chicago newspaper says:

It is understood the corporation controls valuable patents which will play an important role in the development of parking meters. Incorporation was effected through the law offices of McInerney, Epstein & Arvey, who will continue to act as legal advisers. The firm of Williams, Bradbury, McCaleb & Hinkle, widely known patent attorneys, will represent the firm in all patent matters.

The study of parking meters by towns and cities throughout the whole North American Continent is rapidly gaining ground. There are a number of cities on the West Coast and in the South now using them. Kansas City, Mo., has just contracted for 3,000, while Chicago and Detroit are giving serious consideration to them, especially because the revenue derived at practically no expense to the city will aid the officials to a larger extent in the maintenance of better streets for its citizens.

The parking meter to be distributed by the National Park-o-Graf Corporation will embody the best and latest development in this type of timing meter. Several years have been spent in research and the proper development of the meter. Not only will it show the "parking" period in green, but it carries a "grace" period in yellow and then comes the "penalty" period in red.

The production schedule, it is understood, has been fully developed in all details and calls for the manufacture of 1,000 units per day from the beginning.

Mr. Rockola, who came to Chicago from Eastern Canada 15 years ago and has built up his business covering more than three and a half city blocks on the northwest side, said: "It must be remembered, in the complex problems of traffic and traffic control, you have many factors, among which are the very important ones of speeding, obstruction of traffic and illegal parking. I am extremely happy to say I sincerely believe from the research work which we have carried on unswervingly while a lot of unfortunate misinterpretations and misrepresentations have been made during the past couple of years, the public will not only receive it very enthusiastically but ~~will~~ be greatly benefited and thankful for this development of ours. Certainly to aid in the elimination of traffic obstruction and at the same time serve your motorist to a greater extent through the assurance of his knowing he will be able to park and transact his business without having to take a verbal tongue-lashing by some officer if not the payment of a fine goes a long way in helping to solve these complex problems. Through the elimination of ill temper, as well as general disrespect for police power, you obtain a great increase in the general respect of the laws of the city, to say nothing of the extra good will created. Everyone will be directly benefited.

"The regulation of street and other highway parking has long been a thorn in the flesh of the larger communities. The necessity of a rigid regulation of parking has caused woe to business establishments thru the loss of business to smaller and more accessible towns. Now a blessing is in the offing thru the use of parking meters.

"Parking meters are here to stay—just as your traffic signal lights have become an indispensable factor in regulating the more even flow of motor vehicles."

"Government Lifts Ban on Reindeer Killing." It's a handy item for Mr. McTavish to display to the bairns next Christmas, if Santa fails to show up.

Do You Know —

That Texas occupies all of the North American continent except the small part set aside for the United States, Mexico and Canada.

◆

That Texas is bounded on the north by thirty or thirty-five states, on the east by all the oceans in the world except the Pacific, and on the south by the Gulf and South America and on the west by the Pacific Ocean, the Milky Way and the sideral Universe.

◆

That Texas is so big that the people in Brownsville call the Dallas folks Yankees and the people of El Paso sneer at the citizens of Texarkana as being snobs from the effete East.

◆

That it is one hundred and fifty miles farther from El Paso to Texarkana, than it is from Chicago to New York. Fort Worth is nearer to St. Paul, Minn., than it is to Brownsville, Texas.

◆

That the chief pursuit of the people of Texas was formerly Mexicans but now it is wool and mohair, steers and crop records.

◆

That the United States with Texas off would look like a custard pie without the custard.

◆

That one Texan's gate is one hundred and fifty miles from his front door and he is thinking of moving his house back so that he will not be annoyed by the dust of passing automobiles and Fuller brush men.

◆

That some Texas landlodrs have whole mountain ranges and rivers on their ranches and one Texan has forty miles of navigable rivers on his farm.

◆

That if all the hogs in Texas were one big hog he would be able to dig the Panama Canal in three roots.

◆

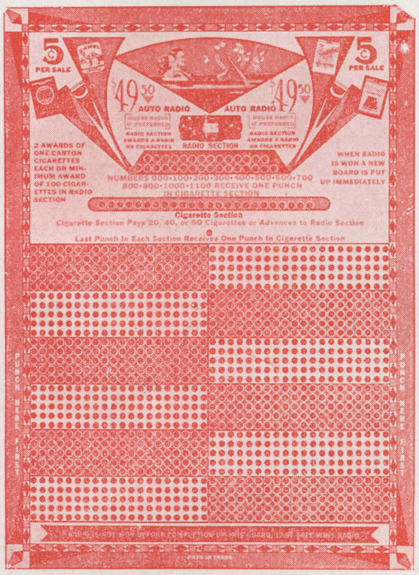
That if all the goats and sheep in Texas were one big animal it would take a tin factory nine months to build a can big enough to put him into.

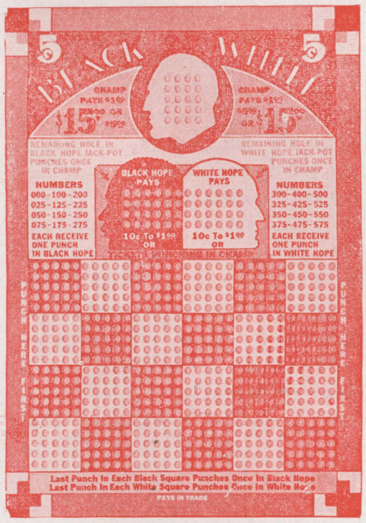
◆

That if the proportion of cultivated land in Texas were the same as in Illinois, the value of Texas crops would equal that of the other 47 states.

SMART NEW BOARDS MAKING PROFIT RECORDS

SUPERIOR presents four more smashing new Ideas in Sales Boards. Each one is proving to be a sensational profit-maker! Complete stocks are now carried at ALL Electro Ball offices...to serve you better and faster. Superior is THE Sales Board!


5 PER SALE
$49.50
AUTO RADIO
RADIO SECTION
Cigarette Section


5
BLACK
WHITE
CHAMP
$15
BLACK HOPE PAYS
WHITE HOPE PAYS

AUTO-RADIO

No. 1201—Pays in cigarettes and a radio set.
Takes in 1200 holes at 5c............$60.00
Pays out (average) $4.50 worth of cigarettes and one auto or house radio.
Semi-thick, with easels and jackpot protectors
$3.24 Plus 10% U.S. Tax

DOME-O-GOLD

No. 1017—Top possible prize, $50.00
Takes in, 1000 holes at 5c............$50.00
Pays out(average)...................... 24.85

PROFIT (average) ....,..........$25.15
Thick board with easels and jackpot protectors
$3.93 Plus 10% U.S. Tax

BLACK or WHITE

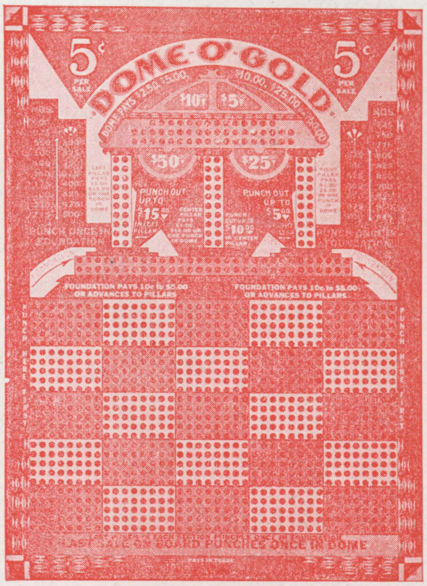
No. 623—Prize fight idea—timely! Top possible prize, $15.
Takes in, 600 holes at 5c............$30.00
Pays out (average) 14.30

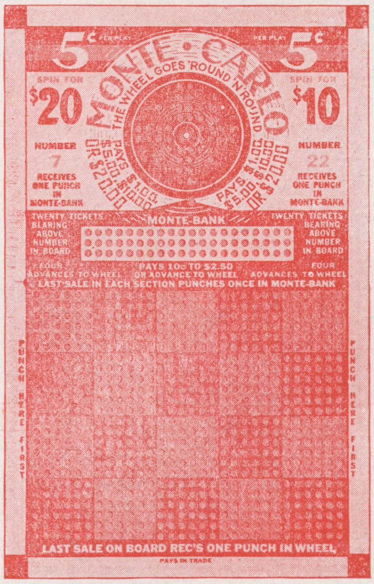
PROFIT (average) $15.70
Thick board with easels and jackpot protectors
$2.46 Plus U.S. Tax

MONTE CARLO

No. 701—"The wheel goes 'round and 'round." Top possible prize, $20.00.
Takes in, 720 holes at 5c............$36.00
Pays out (average).................... 17.70

Average Profit $18.30
Thick board with easels and jackpot protectors
$2.89 Plus U.S. Tax


5¢
DOME-O'-GOLD
5¢


5¢
MONTE-CARLO
THE WHEEL GOES 'ROUND N' ROUND
$20
$10
MONTE-BANK
5¢

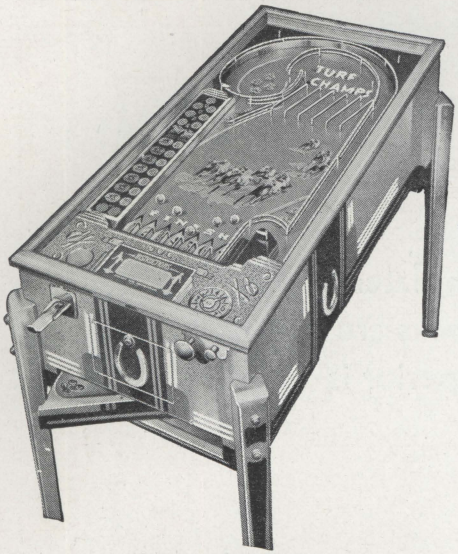
ABOVE PRICES ARE LIST. WE SELL OPERATORS ONLY. NEVER TO LOCATIONS

Transportation paid on orders of $50.00 or more net. Order from office nearest you.

ELECTRO BALL CO., Inc.

1200 CAMP ST.
DALLAS

WACO SAN ANTONIO WICHITA FALLS HOUSTON FORT WORTH NEW ORLEANS
OKLAHOMA CITY MEMPHIS, TENN.



Price $137.50
WICHITA NOVELTY CO.
W. H. Newell, Prop.
717 Ohio Ave.—Wichita Falls, Tex.

HOW "CLINCHERS" WIN NEW LOCATIONS

By ISAAC WERT

In location salesmanship—the art of placing machines in new,productive places—the "clincher" has a large place.

The coin machine operator, or his representative, has secured a hearing for himself, and fanned a spark of interest. The prospect is almost ready to say, "Yes," when the operator senses that his man is "backing up." It's a situation for fast thinking—and a "clincher."

"I know what you would like," remarks the coin machine operator. "You would like some proof! I've got proof, and plenty of it.

"You are familiar with Smith's place on the Londonderry Road? Here are some figures that will interest you, then—the business my machines have done at Smith's during the past six months, and the money they have made Smith."

The operator produces the figures, hands them to the prospect, who examines them. He continues—

"My machines will make money for any location, just so people congregate there. You have the traffic, Mr. Jones, and the machines not only will make money for you, but they will actually help to make traffic."

How many machines have been put in on a trial basis? The statistics would be awesome, could they be known. Here is one of the best "clinchers" there is, without a doubt.

"If the machines won't make money for you, Mr. Jones, they won't make money for me! Suppose we handle this on a trial basis. I'll put in the machines, and we'll try the idea out for a month.

"If at the end of 30 days the results aren't satisfactory to you, I'll take the machines out, without any argument at all."

Human nature is the same the world over. Once in, the machines will probably stay in.

Sometimes the location prospect who continues coy and offish is simply playing a little game. He thinks he'll get a better offer from the coin machine operator, if he is slow to accept. This may be the real explanation, even though he doesn't say a word about percentage.

So it may be good salesmanship to turn the subject to percentages, and produce proof showing that the figure offered is a standard one, and the operator can't possibly make it higher.

"It's really a mighty good percentage I am offering you, Mr. Johnson. The coin machine business, like every other, has its overhead, and its inescapable costs. I am offering you the highest possible figure I can, and yet assure a profit for myself."

Sometimes the scarcity appeal can be used as a "clincher." The fact that few are left has, somehow, a stimulating effect on buyers. The coin machine operator who explains to a prospect that the number of machines available for new locations is very limited, and soon will be completely exhausted, may quickly get the assent he seeks.

The coin machine operator asked permission to use the prospect's desk telephone, and called one of his best locations. "Is this Mr. Pearson? This is Jim Donovan, Mr. Pearson. I am discussing a deal with a gentleman over in Beanville, and I would appreciate it very much if you would say over the telephone for him—I'll hand the receiver to him now—just what you think of my machines, and what your experience has been with me."

To the prospect he said, "You don't have to reveal your identity, unless you wish to. Or you can ask him questions."

The glowing report which the friendly location made over the phone clinched the deal. It cleared up doubts, and substituted enthusiastic expectation.

The coin machine operator, in another case related to me, could see that the money return appealed very much to the prospect; but something held him back. The operator had a good idea what it was. The prospect thought that some of his trade might be antagonized by the machines.

So, bringing the objection into the open, he remarked—

"I know the trade you cater to quite well, Mr. Stevens, and I am sure that practically without exception they would either be glad to see the machines in, or wouldn't object. Don't you agree with me?"

The prospect demurred, said frankly he had doubts. Then the operator asked for names. Who were these men and women he believed would object?

Getting the names, he proposed a daring thing. "Suppose I call on these folks, and talk with them, and get their reactions. I won't mention your name, if you don't want me to. I'll just say I am thinking of putting my machines in some new locations, and would like their advice."

The measure was successful.

Best location salesmen are those operators who, put up against a problem, attack it with determination and ingenuity. Usually they can find the "clincher" which will win the location.

READY WITH "2 IN 1" VENDOR

D. Robbins & Co., Brooklyn, N. Y., have advised this publication that their factory is now working day and night on "2 in 1" Vendors, their new double column penny bulk merchandiser. All new orders can be shipped within one week, said Dave Robbins. The "2 in 1" Vendor has gone over with a bang, because it possesses features which experienced operators have found to be necessary in a perfect machine. Among the outstanding features of the "2 in 1" Vendor are the following: 1 99 per cent slug proof coin slots, rejecting practically every commonly used slug or washer. 2. Waterproof construction, so that machine can be placed on outside as well as inside locations. 3. Vends over 20 different fast selling items including salted peanuts, pistachio nuts, cashew nuts, mixed nuts, chewing gum tablets, etc. 4. Beautiful modernistic design, which makes it easy to secure the best locations. 5. Substantially constructed to be a life long money maker. 6. Earns twice as much money as a single column vendor, with no additional cost. D. Robbins & Co. are appointing exclusive jobbers and distributors for their "2 in 1" Vendor. Some territory is still available.

operator learns quickly which items are suitable and wastes no time in supplying them to his locations. In New York City, salted pumpkin seeds are enjoying big sales in "2 in 1" Vendors, due to the fact that this item is very tasty and the low cost allows liberal portions to be vended. Toys mixed with candy coated peanuts are another fast selling item in the "2 in 1" Vendor. The kiddies like to receive toys and it is not unusual for a "2 in 1" Vendor to empty of toys and candy several times weekly. Irving Mitchell, chief engineer of D. Robbins & Co., invented a patented device for the "2 in 1" Vendor, which allows all bulk items to vend without jamming or crushing.

CAPTAIN KIDD, NEW 3-BALL PAYOUT, ANNOUNCED

"Picture a pirate scene," says a recent announcement of the fascinating new 3-ball payout game, Captain Kidd. "Immediately you think of swash-buckling, bewhiskered pirates of old — you think of hidden treasures to be found on far away islands — you think of dashing, sturdy boats with sails straining to catch every puff of the wind—you think of glamorous pirate tales twice told in your youth. Perhaps other images flash through your mind in news reel sequence, quickly and vividly. Truly, a striking picture that instantly captures your attention and arouses your imagination is worth ten thousand words."

And there is where the operator of A. B. T.'s three ball payout game, Captain Kidd, is "one up" on the operator of other payout tables. Its highly decorative and colorful playing field is imbued with a magnetic appeal that draws the players, arouses their imagination, and invites them to play. The player's interest in the game is then transferred from the fascinating appearance of the playing field to the thrilling play of the game itself. Not just one ball to shoot, but three balls, which offer the player more "almost" wins. The player may win with all three, two, or even just one of the three balls. In this way the player's interest and enthusiasm is highly keyed, which results in a greater, more continuous play.

Behind every Captain Kidd payout table stands the A. B. T. traditional reputation of building tested, thoroughly dependable coin operated equipment.

RABBIT'S FOOT HELPS LAND LOCATION

Here's an operator's own story about how a rabbit's foot broke the ice and helped him secure a location from an owner who had steadfastly refused to give him a hearing.

"I had been trying to place a machine with a location owner who kept giving me the 'cold shoulder.' He was plenty tough and flatly refused to talk business. Just as I was about to give up and walk out, I began absent-mindly fidgeting with my rabbit foot key chain. It's an attractive novelty and it aroused the curiosity of my prospect. We got into quite a conversation about it and this broke the ice. One thing led to another and when I finally left I had added another location to my list. That key chain may not have been very lucky for the rabbit, but it sure did me a good turn."

Commenting on this story, Jim Buckley, sales manager of Bally Manufacturing Co., Chicago, which distributes the now famous rabbit's foot key chains, says:

"This rabbit foot key chain idea certainly proved a tremendous hit —far greater than we were prepared for. Perhaps all the chains don't have a success story behind them as in the above case, but there's no doubt that they're packed with powers of attraction."

BIG HIT WITH 12-COIN ESCALATOR

"The greatest single advance in pin game construction since the first anti-tilt." Thus does one leading distributor describe Bally Manufacturing Company's new pin-game escalator, which shows 12 last coins played, according to Jim Buckley, Bally sales manager.

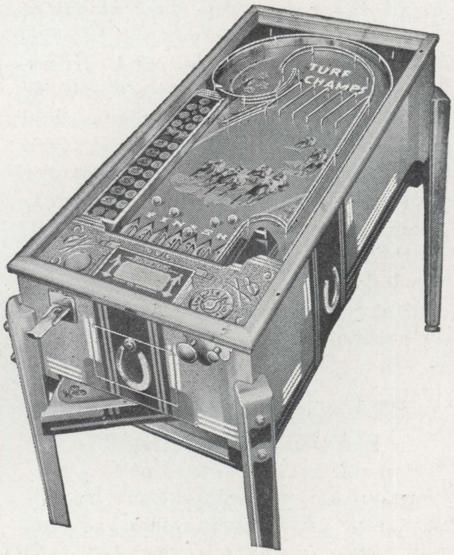
The 12-coin escalator is used on both Hialeah and Multiple 1-shot payout games, both of which machines take in 1 to 8 or more coins per game; and escalator can be set to show any number of coins from one to twelve.

"Incidentally," says Jim, "these two multiple coin-chute games, Hialeah and Multiple are proving the biggest hits we've ever put out! On Hialeah the opportunity to cover from 1 to 8 horses and the total absence of out-holes is making a hit with 1-shot fans everywhere. And on Multiple it's the odds-booster lights which keep them shoving nickels into the chute by the hour."

Thirty minutes after this flight, Ernest Walker and Harry Stoner closed a deal on one carload of Turf Champs. This shipment of Turf Champs arrived in Fort Worth consigned to the Walker Sales Company on the 16th of June, and before the day was over, the entire carload of games was distributed to jobbers and operators.

Mr. Walker says "That after checking up deliveries made, I found that we did not even have one machine left for our own operation.

"Turf Champs are coming in from the factory now, and you can send your order for immediate delivery."



Turf Champs $137.50

WALKER SALES COMPANY

Route 2, Box 404—Phone 6-1045
FORT WORTH, TEXAS

TWO NEW PAYOUTS ARE RELEASED

"A 1-shot payout pin game that really 'rolls the bones' and gives all the suspense and thrills of dice!" is how Jim Buckley, sales manager of Bally Manufacturing Company, describes Bally's newest game, Natural. And, from descriptions of the game, it seems Jim is just about right.

Here is how it works. As the lone ball zig-zags down the field, it rolls through two rows of contacts; and corresponding numbers are flashed on the light-up score-board—first the number scored in the top row, then the total of that number plus the number scored in the bottom row. A total of 7 or 11 results in a payout immediately. 2, 3 or 12 constitute a losing score. But if any other number; such as 4, 5, 6, 8, 9 or 10, is made, player must "make his point" to win—that is, ball must end up in a pocket corresponding to total score flashed on board.

The Multiple Coin Chute is featured by Natural, enabling player to change the odds by depositing additional coins. First four coins also multiply the payout by number of coins played. Thus, as Jim Buckley points out, "Natural is a Jumbo for simplicity, a Bally Derby for odds-changing suspense and a Multiple for extra earning power."

Bally's other new game is Air Lane, which is claimed to be one of the most beautiful scenic panels ever created—an air-plane view of half a continent with silver air-planes soaring above mountains and rivers. Awards are based on player's ability to "hit" various types of planes; and scores are recorded on a Light-Up Totalizer. Several separate payouts can be made on one coin, ranging from 10 cents to $1.50 per payout. Both Natural and Air Lane are Electro-Pak equipped and feature all the recent refinements developed by Bally engineers.

BRANCH MANAGERS OF ELECTRO-BALL MEET

Electro-Ball Company, Dallas, called in all their branch managers for a meeting on the 7th to hear George D. Sax, president of Superior Products, Inc., outline an ambitious program to bring Superior salesboards to the forefront in the Southwest territory. The meeting was held in the Electro-Ball Company's offices with S. H. Lynch, president, presiding. Those attending were: Geo. D. Sax and A. C. Bindner of Superior Products, Inc.; S. H. Lynch, president; E. D. Furlow, vice-president; Lester Burchfield, manager of the salesboard department; A. C. Hughes, manager of Seeburg automatic phonograph department, who had Ed Stern of J. P. Seeburg Corp. as his guest; J. H. Lynch and J. W. Smalley of the Dallas office.

The branch managers attending were: Tom Wren and G. M. Byerley of Oklahoma City; Troy Porter of Wichita Falls; Harvey Mize of Fort Worth; Neil C. Elliott of Waco; W. B. Callaway of San Antonio; Hans von Reydt of Houston; Fred Barber of New Orleans.

After the meeting all were guests of Mr. Lynch at dinner in the exclusive Centennial Club in the Streets of Paris, and the party continued until a late (or early hour).

McCOY ORDERS RUSH GERBER & GLASS

Report of an unusual demand for Mills Novelty Company's new 1 ball automatic payout table, The McCoy, comes from Gerber and Glass, one of the largest coin machine distributors in the Middle West.

The Gerber and Glass firm is the exclusive Chicagoland distributor for this new Mills sensation.

In a recent interview with Messrs. Gerber and Glass, these two old vets of the automatic business expounded some very interesting theories.

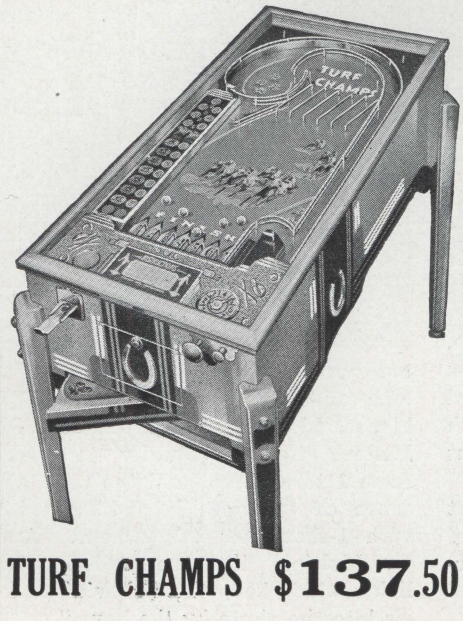
Mr. Gerber explained, "Almost every new machine announced by a manufacturer is ballyhooed with all kinds of superlatives. Naturally, you cannot blame these manufacturers because they are so sold on their product they absolutely believe everything they say. Both Mr. Glass and myself like to be enthusiastic about every game we sell, however, and I am absolutely frank in what I say, very often we are very much disappointed. We have assumed the attitude of 'wait until we see it.' Yes, The McCoy was no different. We were told what a great game it was, and everything else that goes into sales promotion. Well, when we received our first McCoy floor sample, what we saw convinced us that Mills had produced one of the finest automatic payout tables we had ever seen." Pointing to a tall pile of McCoy orders, Mr. Gerber said, "I guess these orders show you that Mr. Glass and myself were not alone in our opinions."

Mr. Glass added, "Mr. Gerber has voiced my thoughts exactly. I want all of our customers to know that while the demand for McCoy is so great, with our increased force of men and improved shipping facilities, we are able to guarantee immediate delivery.

"Mr. Gerber and I congratulate the guiding forces of The Mills Novelty Company on so fine a product as The McCoy. It's games of this type that enable everybody along the line to increase their revenue.

Road signs are frequently prophetic. For example:

"Soft Shoulders."
"Dangerous Curves."
"Men at Work."
"Danger."
"Look out for Children."



TURF CHAMPS $137.50

Order Now
TURF CHAMPS

The popular game of the day. It is a money maker. Last games received by Operators Amusement Company last week were distributed from the car the first three hours after arrival.

Think It's Not Popular!
ORDER YOURS NOW

Operators Amusement Co.
Phone 2-9371—2509 Ross Ave.
DALLAS, TEXAS

NACOMM CONVENTION COMMITTEE STUDY PLANS FOR ATTENDANCE CONTROL

The tremendous growth in attendance at the annual Coin Machine Exhibit during the past two or three years has made it necessary for NACOMM's Convention Committee to study plans for controlling the attendance of those not directly connected with or interested in the industry.

Several operators, jobbers and distributors have reported that at certain hours the exhibit halls have been so crowded that they have found it difficult to inspect as carefully as they would like the many new models on display. This crowded condition has been due in part to the admission of the general public with no requirement other than registration.

LEO J. KELLY ELECTED DIRECTOR OF N.A.C.O.M.M.

Leo J. Kelly of Exhibit Supply Co., was elected a director of the National Association of Coin Operated Machine Manufacturers, at the executive meeting of the Association held June 2.

Mr. Kelly has given unstintingly of his time in behalf of the National Association, in an effort to create a better understanding between manufacturer, operator and the public.

That the operators of the country appreciate the good Mr. Kelly has accomplished for the industry was indicated by the action of the National Council of Coin Machine Operators at their meeting in January, in passing a special resolution commending Mr. Kelly's firm, Exhibit Supply Co., for the co-operation given their Association.

The committee would prefer to restrict admission to the exhibit solely to members of the industry—operators, jobbers and distributors. However, with the thousands of persons who would be properly entitled to admission under such a plan, there is no doubt but what many would fail to receive their admission cards and would be keenly disappointed in case they were unable to establish their right to visit the exhibit.

The committee is, therefore, considering the proposal of making a small charge for admission, say 50c or $1, which would entitle all operators, jobbers and distributors to a season badge that would admit them to the exhibit at any time, with an equal charge for a single admission ticket to others not connected with the industry.

This admission charge would automatically cut down attendance by several thousand of the general public who have been accustomer to visit the show without charge, and the committee feels that when operators appreciate the reason for making such a charge, they will be wholeheartedly in favor of it.

At the same time, if the proposal is approved, the committee is considering the use of admission fees for the purpchase of a number of additional prizes to be given away to successful operators, jobbers or distributors. The automobile which has been given in each of the past two years has added greatly to the interest of attending the show, and the committee believes that operators will be especially interested in competing for a number of prizes instead of for one.

The committee will be glad to receive suggestions on this proposal to control the attendance of the general public. The suggestions should be addressed to N. Marshall Seeburg, chairman of the committee, or to C. S. Darling, secretary of the National Association of Coin-Operated Machine Manufacturers, 120 South La-Salle street, Chicago.

INDUSTRY RECEIVES NATIONAL RECOGNITION THROUGH DARLING'S APPOINTMENT

The coin machine industry has recently received recognition nationally among the trade associations and chambers of commerce of the country through the appointment of C. S. Darling, secretary of NACOMM, as a member of the Board of Managers of the National Institute for Commercial and Trade Association Executives.

This Institute has conducted an annual summer school at Northwestern University in Evanston, Ill., for the past fifteen years. It is sponsored by four well known organizations, the Chamber of Commerce of the U.S.A., American Trade Association Executives, National Association of Commercial Organization Secretaries, and Northwestern University. Each of these has three representatives on the Board of Managers, which includes President Walter Dill Scott of Northwestern University and Dean Ralph E. Heilman of the School of Commerce of Northwestern University.

The course of study for trade association and chamber of commerce executives, usually a two weeks course, will be limited this year to one week beginning August 2.

The school draws attendance from all parts of the country.

STATE OF WASHINGTON GETS PARK FREE

By N.A.C.O.M.M.

Chicago—How Clark county in the state of Washington acquired a fine public park "along the river" without any cost whatever to the taxpayers, at least partially by means of taxes paid by operators of pin games, is set forth in the May 22 issue of The Sun, daily newspaper in Vancouver, Wash., the county seat. Here is what the article says:

"A beautiful 210-acre county park along the east of the Lewis river was assured Monday when county commissioners signed a $6,000 emergency resolution to buy the property. Options are already held by the county and the transaction will be completed as soon as a public hearing can be held and the money made available.

"This park will not cost the taxpayers of Clark county a cent, commissioners pointed out, because $4,700 of the purchase price will come from the dog race money acquired last summer, and the remaining $1,300 will be realized from the tax on pin-ball games. Improvement of the park can be carried out with the $15,252 allotted Clark county by the PWA."

If the revenue derived from pin games in all sections of the country were ever compiled into a single item, the aggregate might distinctly surprise some officials whose chief concern these days appears to be finding ways to obtain more funds for the public treasuries.

LEO REISMAN TO CONTINUE WITH BRUNSWICK

Leo Reisman, nationally known orchestra leader, will continue to record under the Brunswick label, his contract recently having been renewed by the Brunswick Record Corporation. He is scheduled to appear at the New York studios this week to record, among other numbers, "Stars in My Eyes," that beautiful waltz from Grace Moore's new picture, "The King Steps Out."

NACOMM URGES STUDY OF OF TAX PROBLEMS

Directors of NACOMM met recently to consider recommendations of the 1937 convention committee and to transact other business.

One of the most serious problems threatening all branches of the coin machine industry, in the opinion of several directors present, is the constant attempt to levy additional taxes on the industry. This danger will become particularly acute early in 1937, when 44 state legislatures meet in regular session, and the directors of NACOMM are building plans to co-operate with state and local associations, with distributors, and with others in opposing unreasonable tax proposals.

It was suggested that this work which the manufacturers' association is doing could be much more effective if leading distributors, jobbers and operators throughout the country, as well as operators' associations, would keep in direct touch with NACOMM and with the various legislative and tax proposals which are made.

This can be done, it was pointed out, through associate memberships, which are available to any companies, associations, or individuals which have a direct interest in the industry.

Information regarding associate memberships will be furnished to interested persons from the office of the Secretary of NACOMM, 120 S. LaSalle Street, Chicago.

At the directors' meeting Leo J. Kelly was elected a director of the Association to fill a recent vacancy in the board.

RECENT VISITORS AT WURLITZER FACTORY

Operators, who within recent weeks, have had the chance of seeing the vast activities of Wurlitzer in making automatic phonographs are: R. F. Nelson, Jamestown, N. Y.; F. A. Blalock, Pensacola, Fla.; C. W. Green and Mr. Jenkins, Upton, Ky.; R. T. Thomason, Spartanburg, S. C.; Morris Hankin, Atlanta, Ga.; Nat Cohn and Irving Sommer, Modern Vending Co., New York City; Joe Saglembeni, Geneva, N. Y.; Albert and George Navickas, Bristol, Conn.; Archie Kass, Major Amusement Co., Newark, N. J.; F. J. McGarry, Buffalo; George Thayer, Binghampton, N. Y.; Smith & Smith, Wilcox, Pa.; W. M. Fairchild, Fairmore Music Co., Reading, Pa.; R. J. Kugel, Organ Supply Co., Erie, Pa.; R. A. Santoro, Holley, N. Y.; Cal Hinds, Keene, N. H.; C. C. Johnson, Flint, Mich., and I. Dobkin, Wheeling, W. Va.

George Navickas, Bristol, Conn., accompanied by Mrs. Navickas, Alice Forcier, Marie Matea and Mrs. Mary Stankus were recent visitors. The three young ladies are employees of the Navickas music operating organization.

This party drove from Bristol to North Tonawanda. Quite naturally, the scenic grandeur of Niagara Falls came in for its share of attention. Many operators combine business with pleasure by visiting Niagara Falls, the falls being located just about ten miles from the Wurlitzer plant. The Niagara Frontier in the summer months is a mecca for tourists from all over the United States. A real opportunity is provided operators to combine business with pleasure.

RAISE SALES AS THE THERMOMETER RISES

Instead of seeking a quiet nook where there are no mosquitos and other insects to disturb one's rest and hamper his fishing, many live operators will be increasing their sales for the summer months. It can be done.

Jim Buckley of Bally Manufacturing Co. is a strong champion of this idea and he believes that Bally's Multiple 1-shot payout game with multiple coin chute, odds booster lights and electric Bally hole, will help turn the trick.

"This is the time of year," says Jim, "when operators look around for equipment to take them through the summer. Competition of outdoor amusements forces operators to pick a favorite for the job of sidetracking their warm-weather games with special care, and we have every reason to believe that Multiple is proving some of the public's fun dollar away from the beaches, golf courses, etc.

"The game is now in its tenth week and, although it has enjoyed a steady sale, the demand seems to have jumped up higher than ever right after Decoration Day. This means that, after seeing many games come and go while Multiple continued right along, operators have become convinced that this is the Jumbo of 1936 and they're buying accordingly. Night and day production schedules still prevail at the Bally plant, and Multiple is largely responsible for the rush."

RECORD SYMPHONOLA SALES ARE REPORTED

Reed Crawford and Henry Anchester, traveling sales representatives of the J. P. Seeburg Corporation, report record breaking sales of High Fidelity Symphonolas during the month of May.

Mr. Crawford, who covers Ohio and Indiana stated, "The reaction of the operators to the Seeburg line of Symphonolas is literally a salesman's paradise. Of course, many of the operators I call on are dyed-in-the-wool Seeburg operators and they know the firm's models. I get a big kick out of the fellows who are not acquainted with our new Symphonolas. These fellows are pleasantly surprised when I show them the mechanical superiority and unequalled beauty of the cabinets. In almost every instance where I have sold an operator an initial order, on my following trip, he would give me a nice big reorder. Throughout my territory, the trend is definitely toward the Seeburg line of High Fidelity Symphonolas, because the operators recognize the Seeburg line of High Fidelity Symphonolas as the finest automatic phonographs produced."

Mr. Henry Anchester, displaying a Rocky Mountain complexion, was equally as enthusiastic about the reaction of the operators in his territory which covers Wyoming and the surrounding states. Mr. Anchester stated, "You know, out there where men are men, they are shrewd purchasers. Believe me, you have to have the goods or else there just isn't any sale. While they all appreciate the outstanding beauty and design of our cabinets, for the most part, they are interested in the reliability and tone quality of the mechanism. The reliability of the mechanism and the true tone of the Seeburg automatic phonographs is a proven feature backed by over thirty years of quality automatic phonograph manufacturing.

"Don't think those Westerners don't know the superiority of High Fidelity Symphonola mechanisms. All of the Seeburg operators are doing an excellent business. I guess the best proof of how their Symphonolas are going to bat for them, is the record breaking business I received from this territory during the month of May.

HOT TIPS ON BRUNSWICK RECORDS

By ART SATHERLEY

(Brunswick Record Corporation)

The following names—new last month on the Brunswick list of artists—made record history: Don Redman, one of the most popular colored artists among coin machine patrons and much-in-demand; Bunny Berigan, tops among the nation's hottest trumpeters; The Blue Chips, a colored swing band who have something new to offer on wax; Mal Hallett, whose band is known as one of the leading dance orchestras in the country; and Rudy Vallee, America's leading showman and one of the greatest names on radio.

This month, Brunswick celebrates the return of Joe Reichman to its Melotone catalog; and the advent of Teddy Hill (colored) on its Vocalion records! Dick McDonough is also new under the Melotone label this month.

Joe, as you probably know, is now playing at one of the most popular dance spots in New York, the Hotel Pennsylvania Roof. Teddy makes 'em hotter at that spot in Harlem (New York) called the Savoy Ballroom and Dick is now on tour.

Pass this good news on to your locations. You'll notice we can "dish" it. And, we're willing to bet that your locations can "take" it!

We especially recommend the following records for your hot dance locations:

Teddy Wilson (colored orchestra) Brunswick No. 7684—Warmin' Up; Blues in C Sharp Minor (FT). Teddy Wilson, the young colored pianist who sprung into the international spotlight because of the way he tickled the ivories, scribbled these numbers himself! The way he interprets them on this record is going to be the talk of the industry!

Cab Calloway (colored orchestra) Brunswick No. 7685—When You're Smiling; Are You in Love with Me Again? (FT). Cab Calloway is one of the country's biggest musical headliners with a breath-taking, fascinating personality which he managed to get on these records. Done in typical Calloway style, with the vocal on his own number "Are You in Love with Me Again" being sung by Cab, himself.

Brunswick No. 7677—Je' Natch-'ully Lazy; Love Is the Reason (FT). You'll want this record. The chorus of the first side consists mostly of an amusing dialogue between Cab and Claude Jones, a member of his band. They'll sit up and take notice of the piano on the other side.

Louis Prima (orchestra). Brunswick No. 7680—Cross Patch; Swing Me a Lullaby (FT). Good proof of Louis' attraction. "Cross Patch" is being heard on the air an unusual number of times. Extremely danceable.

Brunswick No. 7673—Mary Had a Little Lamb; Too Good to Be True (FT). The first side is a hot, fast number which will burn 'em up! "Too Good to Be True" is from the University of Pennsylvania's production "Red Rhumba" and does that Leon (Chu) Berry go to town with his sax on this side!

* * *

ROY JONES PLEASED WITH ORDERS FOR TURF CHAMPS

In a recent shipment of Turf Champs to Operators Amusement Company, Roy Jones states that the orders were all delivered from the car in which they arrived, as the popularity of the game was such that he was only in possession of this shipment three hours.

Those of you who have not invested in a Turf Champ game yet should get in touch with the Operators Amusement Company and get in the receiving line if money is what you are looking for.

Shipments from the factory of the Stoner Corporation in Aurora are coming in in due time, so send your orders in at once.

MUTOSCOPE'S PHOTOMATIC GROWING IN POPULARITY

Fundamentally the success of the Photomatic rests on the fact that people love to take pictures of themselves. The size of the photographic industry as a whole is evidence of that. However, that in itself would not be sufficient to explain Photomatic's popularity, as this country has had partially automatic photographing machines in the past. It is to the exclusive qualities of the Photomatic, therefore, that credit must be given for the exceptional earning power of this machine.

In the first place, it is not just partially automatic—but actually 100 per cent automatic. No attendant is needed. The patron merely enters the booth, poses in the mirror, and inserts a dime. The light flashes on for a brief moment and in 60 seconds the completed portrait in a metal frame drops into the delivery chute.

Even in this age of mechanical and electrical marvels, the operation of this machine is still something to wonder at. As a matter of fact, the engineers of some of America's largest factories have commented with approval on the compactness and cleverness of the mechanism and the troubleproof construction features.

Another attractive feature of the Photomatic is the fact that the portrait is already metal framed when delivered to the patron. The photograph itself is of unusual quality both in faithfulness of reproduction and in clarity of detail.

Mutoscope has always been noted for their knowledge of the "show

TURF CHAMPS

TURF CHAMPS $137.50

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Operators Amusement Co.
Phone 2-9371—2509 Ross Ave.
DALLAS, TEXAS

business." Therefore, it is not surprising that the Photomatic is not only an extraordinary machine mechanically, but it is also "dressed up" to look the part—in a very attractive cabinet with chromium trims, etc., all in the latest modern design.

In many locations where the traffic is such that two or three Photomatics are necessary to accommodate the demand, profits are further increased by the sale of enlargements made through the use of the Mutoscope enlarging apparatus.

As no photographic experience whatever is needed by the Photomatic operator, it is not surprising to find coin machine operators turning to Photomatics as a dignified and permanent business capable of netting substantial profits year after year.

L. B. FISHER IS OKLAHOMA REPRESENTATIVE OF FISHER BROWN

Fisher Brown, well known distributor of standard makes of coin machines, has officially announced the appointment of L. B. Fisher, 1308 Jennings avenue, Bartlesville, Okla., to represent all the lines he handles in the Fisher Brown name in the state of Oklahoma.

Mr. Fisher is a man about fifty years old, of sterling, true and tried character, whose word is his bond and who is known throughout Arkansas and Oklahoma in operating circles and understands the every need of both operator and jobber.

So, in this appointment Fisher Brown is maintaining his established reputation of maintaining an organization of high class salesmen which he trains and instructs to serve only legitimate jobbers and operators.

Inquiries mailed to Mr. Fisher at the above address will receive prompt attention.

A Legacy

Two London cabmen were glaring at each other. "Aw, what's the matter with you?" demanded one.

"Nothing's the matter with me."

"You gave me a narsty look," persisted the first.

"Well," responded the other, "now you mention it, you certainly have a narsty look; but I didn't give it to you."—Tit-Bits.

* * *

Ohio physician advises the eating of salt to mitigate effects of heat. It is especially advisable to take a few grains when the heat is being furnished by a political spellbinder.

Exhibit Annnunces New Games

Exhibit Supply Company is putting forth extra effort to give quick delivery on their four new counter games just announced. Special information son these new number have been mailed to all Exhibit customers, creating more than usual interest. The new games are called "Tango," "Keyhole," "Baseball" and "Win."

'Operators welcome these four winners," explains Leo Kelly of Exhibit, "particularly because the tops and cubes are interchangeable, one with the other, and permit the operator to give his locations a new game and a new attraction each week if he so desires. Operators know that to make peak profit with counter games, a frequent change is necessary. With these four new games, he can hold locations and get top money for a long, long time."

Top Row a Favorite

"It must be the 'TOPS,' otherwise operators wouldn't be buying so many of them." That's the statement this correspondent received from Leo J. Kelly of Exhibit Supply Company in answer to our question —How's Top Row going?

Top Row, the new idea 1-shot table changes the usual procedure of placing small winning payout holes at the top of the playing field. On Top Row, the $1.50, $1.00 and 50c holes are presumably wide open, inviting the player to "come and get it." Free play arrangement, whereby special traps are closed, makes Top Row a most interesting and unique table.

In territories where one ball play is not permitted, Top Row is furnished in two ball play.

Exhibit Strikes Oil

Not actually, of course, but with the announcement of "Gusher," Exhibit's new skill novelty 5-ball game, the important talk around the Exhibit plant is "Gusher."

The oil field theme is carried out in a beautiful manner on the large playing field of this new novelty game. Player shoots his first ball through an oil well. The first ball through lights up the odds on the back panel. These odds vary from 10c to $1.50. After the ball sets up the odds, it continues to travel the balance of the board, finally landing in a colored pocket. With four additional balls to shoot, player has only to get any two balls in identical pockets to win. When he obtains a winner, the word "Oil" lights up on the back panel, indicating to the merchant that the player has indeed struck oil.

Multiple coin slot action permits the player to play as many as five coins at one time, and receive a top payoff of as much as $7.50.

Bambino Now With Tickets

Bambino 10-ball baseball game with ticket mechanism that delivers a ticket for every winning combination, is another Exhibit game. The ticket mechanism operates in conjunction with their automatic payoff device, and according to Exhibit, the ticket mechanism can be disconnected and the game made to pay off in coins or tokens.

"Bambino sales," reports Leo Kelly, sales manager of Exhibit, "indicate that operators have been wanting a 10-ball game in which skill and amusement features dominate. Bambino gives the player a run for his money, as well as real amusement. These features have made it easy for operators to place Bambino in many territories closed to other type games."

The punch-drunk fighter staggered groggily to his corner at the end of the ninth round. His nose was bleeding, and his eyes were nearly closed. He flopped into his stool and sprawled out.

"How'm I doin'?" he asked his second.

"Terrible," groaned his second. For nine rounds you been takin' an awful lacin'. Why, that guy has hit you with everythin' but the water bucket. You ought to see yourself —he's made a mess outa you."

The stumblebum leaned forward on his stool and squinted ferociously at his opponent.

"Why, the dirty rat," he howled, "So he's lookin' for a fight, eth?"

THIS IS GOOD NEWS

Northwestern
You'll Like These
Delicious
Fresh Salted
PEANUTS
Try Some
1¢
Northwestern

Operators can now have Northwestern 33 and 33-Jr. Venders in exclusive colors without additional charge

UNDER this arrangement no two operators in the same community will be supplied Northwestern Venders in the same color finish.

For example, if you select black and orange for the Northwestern Venders you purchase, no other operator in your community will be furnished venders in that color.

That there is no additional charge for Northwestern Venders in the special colors is due to our having contracted for a very large quantity of each color combination.

This color service adds another feature to the many other features that make Northwestern Venders the most popular among operators who are in the vending business to make money.

These venders are carried in Dallas so there is never any delay in shipment.

You are invited to call at our offices or write us for information and prices on Northwestern Venders.

$100.00
FOR A NAME

The Northwestern Corp., Morris, Ill., offers $100 to the operator sending in the most acceptable name for a new 3-compartment vender. This new Northwestern machine will be on the market shortly. Price will be announced in the near future. Send your name suggestions direct to The Northwestern Corp., Morris, Ill. Your co-operation will be appreciated and some person will win $100.00.

FOLSOM & BROWN

"HEADQUARTERS FOR BETTER VENDERS AND BETTER MERCHANDISE"

2702-04 Ross Ave.   Phone 2-3044   DALLAS, TEXAS

NOTE—We're still roasting the finest peanuts and cashews you've ever tasted.
Write for samples and prices.

"50 GRAND," A COMPLETE NEW IDEA

Sometimes one finds himself completely obsessed with a new idea completely different from the beaten paths. In the business of devising new pin games this is what gives zest to the manufacturer who likes to keep a few jumps ahead of his industry.

Such an idea has come to Genco, Inc., and, to use Genco's language, it promises to be a "natural." It is in their new game, "50 Grand." Quoting again from Genco:

One great feature of 50 Grand that operators of non-payout games will find most invaluable is the new multiple coin play. 50 Grand may be operated as a multiple play game that takes in from one to five coins per play. A register on the lite-rack automatically shows the number of coins being played per game. The player can put in 1, 2, 3, 4, or 5 coins and be awarded accordingly for a winning score. In territories where a multiple game play is not permissible, 50 Grand can also be used as a straight one-coin per play game.

In devising 50 Grand, Genco, Inc., has torn away from the stereotyped ideas and plays which are more or less standard. The actual operation idea may be best explained by describing a play. The first zero in the first row in the score box on the lite-rack lights as the coin is inserted. The remaining four zeros may be lighted all at once, three at a time, two at a time or singly by making the corresponding holes on the field. The player then shoots for the easily made skill hole at the top of the playing field. Each time it is made, the balls return for another play. The number at the left side of the lite-rack advances consecutively from one to five. At the same time the zeros may advance so as to align themselves with the number lighted. For example, if five zeros are lighted and the skill hole is made twice, it will read 20,000. If the skill hole is made four times, it will read 40,000. The perfect score is 50,000. Thus by making the "Four Zero" hole and by making the skill hole five times, a perfect score can be made with just one ball of the five balls. The fact that the player has the possibility of winning a perfect score with any one of the five balls keeps the playing enthusiasm at high pitch at all times. In the old style five ball games, it was often necessary that at least three of the five balls be in scoring position before a winning score can be made.

Genco, Inc. has done a splendid job in the dressing up of 50 Grand. An over-sized deluxe cabinet is used. It is handsomely finished with all metal parts chromed. The playing field itself is exceptionally attractive; it instantly invites play. The lite-rack follows through with the playing field theme, and at once arouses the curiosity of the passer-by.

Initial orders have already been shipped to most jobbers and distributors. Therefore most of them can promise immediate delivery to the operators.

SUNSHINE BASEBALL MAKES PROMISING ENTRY

Baseball always has its fans, whether its the real thing in a major league game or the fascinating game which the marble table affords. Lately, according to David Gottlieb Company, to meet the demand for a baseball game that is different, this company has just introduced its latest game, Sunshine Baseball.

Sunshine Baseball is a combination of a one ball automatic payout baseball game with player controlled changing odds. Sixteen of the leading teams of all the Major and Minor Leagues are represented on the playing field. The light-up rack contains a series of eight sets of odds from 2-1 for Cellar Position up to 40-1 for League Champs. As a coin is inserted, the light-up rack flashes a set of odds. It might be any set from 2-1 up to 40-1. If the odds that are shown are not to be player's liking he has one opportunity to change them. By successfully hitting the "Change Odds" hole on the top of the playing field, the odds change—either up or down. After the odds have been changed in this manner, the "Change Odds" hole is closed by a trap door lid and the ball is returned for play. The player then trys to land the ball in any of the 16 pockets. No matter which one of these holes is hit, the payout is based on the odds shown.

A Mystery Pennant Winner and a Series Winner Payout hole, each of which pays out an extra rich mystery purse, add much to the mystery of the same.

The D. Gottlieb Co. says that with no advance publicity, other than its inspection by jobbers and operators at the plant, Sunshine Baseball has already made its entry into the coin machine world a very suspicious one. Those who have seen and played Sunshine Baseball report that it should become one of the most successful baseball games on the market. The fact that it is a one ball payout makes each game fast and profitable for the operator. The chance to change the odds, however, gives the player an opportunity for a second shot and therefore gives him more than his money's worth.

APPOINTED BALLY DISTRIBUTOR FOR CHICAGO AREA

In a recent announcement confirming the appointment of Automatic-Markepp, Inc., as Bally distributors for the Greater Chicago area, Jim Buckley, sales manager of Bally Manufacturing Company, stated that "leading distributors who have been advised of Automatic-Markepp's part in the Bally set-up are united in expressing satisfaction, the general comment being that the new organization will exert a healthy influence on the entire industry."

Automatic-Markepp, Inc., was organized recently by two of the foremost distributors in the coin-machine industry, Meyer Marcus, president of the Markepp Company, Inc., of Cleveland and Cincinnati, Ohio; and S. L. Stanley, head of the Automatic Amusement Company, with headquarters in Memphis, Tenn., and branch offices in a number of Southern cities. Mr. Marcus and Mr. Stanley are both well known in the industry, not only for the efficiency of the sales organizations they have built up, but also for their faithfulness to the policies in which they believe. Mr. Marcus, during the past year, has been very active in the promotion of favorable publicity, benefiting the entire industry, and has unstintingly contributed time and money to various goodwill movements. Mr. Stanley has gained the reputation of being one of the boldest pioneers in the industry and has a large following of operators whom he has guided to greater and more stable prosperity.

The "parent" organizations in Ohio and the South will maintain their separate identity and will be operated independent of the new Chicago firm, but the latter, it is stated, will draw on the far-flung facilities of both Mr. Marcus and Mr. Stanley in obtaining and disposing of used games for the Chicago trade.

Offices, show-rooms and warehouse will be maintained by Automatic-Markepp, Inc., at 2338 Belmont avenue, Chicago. R. L. Wilds, formerly managing director of the National Automatic Distributors Association, will be in charge. Coin-machine men who have watched Mr. Wild's good work in the NADA agree that Automatic-Markepp, Inc., is as fortunate in its choice of manager as it was in having Meyer Marcus and S. L. Stanley for its co-founders.

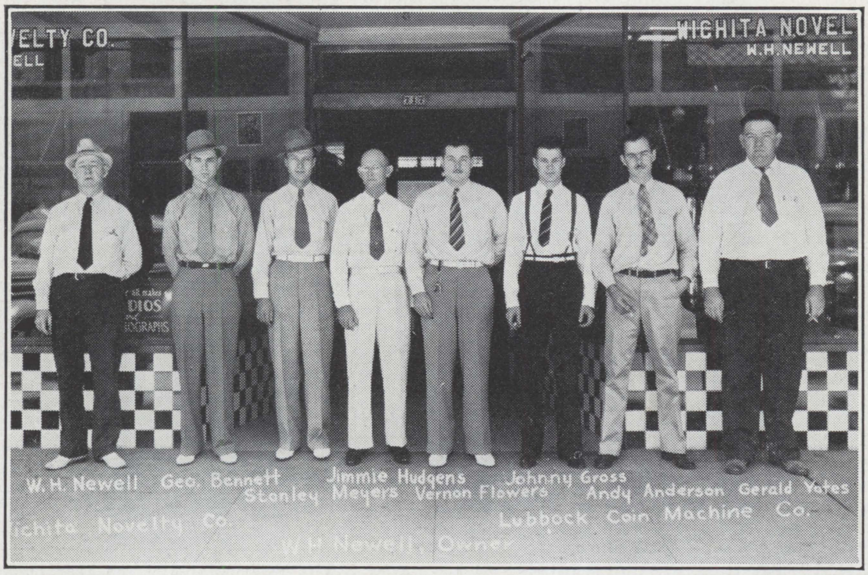
Speaking for both Mr. Stanley and himself, Meyer Marcus made the following statement to a representative of AUTOMATIC WORLD: "Our appointment as Bally distributors for the Greater Chicago area is a privilege we have pledged ourselves not to abuse, but rather to use as a means of giving greater service to the trade i nthis territory."

RAY MOLONEY'S HUNCH PROVES RIGHT

The sudden spectacular success reported for Sky-High, Bally Manufacturing Company's 5-ball payout or ticket game, once more demonstrates the value of a happy hunch on the part of Ray Moloney, Bally's popular president. Last fall Ray had a hunch that an extra large 1-shot game would go over with the public, and the result of this hunch was Jumbo, thought by many to be the biggest hit in pin game history. And now Moloney's hunch that the trade was ripe for a 5-ball payout game has brought forth another big hit in Sky-High.

Those who know Ray Moloney say that his well known ability to outguess the industry and see markets months ahead is about 1 per cent luck and 99 per cent Ray's habit of getting into conversation with every operator, jobber, store-keeper and player he can corner. By this means he gathers a huge mass of data on what the public is thinking about pin games, data which he sifts down and transmits to the Bally engineering staff.

Sky-High is described as a 5-ball payout game with 1-shot appeal. Player has several chances to win on a single skillful shot, or he can shoot for one of the many other awards which can be made with 2 to 5 balls. The machine is housed in the popular "Jumbo" size (44 in. by 22 in.) cabinet, and features a double score idea, as well as an out-hole award.



W. H. NEWELL, JOBBER IN NORTHWEST TEXAS FOR TURF CHAMPS

Ernest Walker of the Walker Sales Company, Fort Worth, Texas, who is a distributor for Turf Champs game manufactured by the Stoner Corporation, Aurora, Ill., has informed Automatic World as our last form was being closed for the June issue, that he had appointed W. H. Newell, Wichita Novelty Co., Wichita Falls, Texas, as jobber for Northwest Texas.

This inquiry, quoted below, was referred to the Walker Sales Company, from Stoner Corporation:

"Stoner Corporation, Aurora, Ill., Gentlemen: We are very anxious to become your jobber for this part of Texas. Please ship us ten of your Turf Champs at once. If you can't ship all ten at once, please ship two at a time. Yours very truly, Wichita Novelty Co., Wichita Falls, Texas. Signed by W. H. Newell."

Mr. Newell is well impressed with the Turf Champs game and recommends it very highly to operators. Mr. Walker says that when he was quite a young lad that he enjoyed fine training under Mr. Newell.

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MR. AND MRS. HARRY STONER FLY TO TEXAS

As the last forms of AUTOMATIC WORLD were going to press, news was received that Harry Stoner and his wife were on their way to Texas, flying in his own plane.

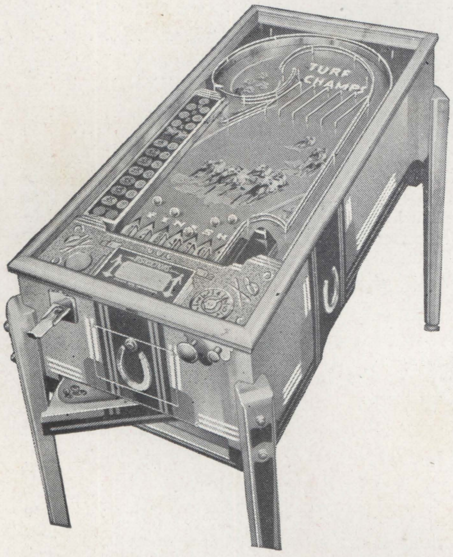
No doubt he intends to visit the major cities and make contacts with as many friends as possible on this flying trip.

Chivalry is okay in college, but it sometimes trips you on the job. When you're on a yarn with a gal don't let her sad eyes fool you. The madonna business is part of her job to trim the pants off you.

Thirty minutes after this flight, Ernest Walker and Harry Stoner closed a deal on one carload of Turf Champs. This shipment of Turf Champs arrived in Fort Worth consigned to the Walker Sales Company on the 16th of June, and before the day was over, the entire carload of games was distributed to jobbers and operators.

Mr. Walker says "That after checking up deliveries made, I found that we did not even have one machine left for our own operation.

"Turf Champs are coming in from the factory now, and you can send your order for immediate delivery."



Turf Champs $137.50

WALKER SALES COMPANY
Route 2, Box 404—Phone 6-1045
FORT WORTH, TEXAS

A. C. BINDER, SUPERIOR PRODUCTS REPRESENTATIVE, ON SOUTHWEST TOUR

A. C. Binder, special representative of Superior Products, Inc., of Chicago, manufacturers of Superior salesboards, is now in the Southwestern territory contacting the various Electro-Ball Company branches, according to an announcement by Lester Burchfield, manager of the salesboard department of Electro-Ball. Mr. Binder is aiding in the installation of a complete stock of Superior boards at all Electro-Ball offices, and is contacting the operators in the various towns. Electro-Ball Company is exclusive distributor for Superior salesboards in the Southwest, with home offices in Dallas, and branches in Fort Worth, Waco, San Antonio, Houston, Wichita Falls, New Orleans, Memphis and Oklahoma City. A complete stock of Superior boards is carried at each branch.

ERNEST WALKER VISITS STONER IN AURORA

Ernest Walker advises AUTOMATIC WORLD that the carload of Turf Champs which he received last week was just enough games to start around among the boys. Mr. Walker is well pleased with the way Turf Champs has been received, and he is confident that it is going to be a money-maker for those who put it on locations.

He recently made a trip to Aurora at which time he visited the Stoner plant. He says that the Stoner bunch are very congenial and never get tired of entertaining a fellow. Production of Turf Champs is well in progress now and Mr. Walker asks those who really want to make an investment to order Turf Champs now.

CLASSIFIED ADS

WANTED—MODEL 14 BALL GUM MAchines. Give lowest cash price. S. M. Bynum, Route 8. Box 37. San Antonio, Texas.

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically. 2,500 names, $5; 5,000 names, $9; 7,500 names, $12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WILL SELL CHEAP OR TRADE FOR Mills Escalator Bells 5c play. Or automatic payout tables. 1 Action Sr., 1 Action Jr., 1 Traffic Model A, 1 Rockola 21, 1 Rebound Jr., 1 Signal Jr., 1 Shoboat, 2 Lite-A-Line (skill board model), 3 Major League, 5 World's Series, 2 Blue Streaks, 1 Speedway, 8 Double Keno, 6 Saratoga Sweepstakes, 2 King's Horses, 2 Western Sweepstakes (automatic payout), 9 Baby Shoes, 1 King Six, 1 Gold Rush (counter machine), 1 Sweet Sally, 1 Tickette, 1 Rockaway Five Jax, 1 Pick A Pack, 1 Pick A Plum, 1 Magic Clock. Will see that all machines are in A-1 condition when shipped. Teche Novelty Co., Box 455, New Iberia, La.

1 ROCKET, $5; 1 CHAMPION, $7.50; 1 RED Arrow, $7.50; 2 Traffics (Model B), $10 each; 1 Match Play, $10; 1 Sportsman Visible Chute, $10; 1 Sportsman, Black Case, $7.50; 1 Equity, $12.50; 2 Criss Cross, $4 each; 2 Criss Cross A Lite, $5 each; 1 Skyscraper, $5; 2 C.O.D., $5 each; 1 Rebound Sr., $5; 2 Drop Kicks, $4 each; 1 Shyvers Silver Moon, $5; 1 Action Jr., $5; 1 1c Skipper, $1; 1 5c Skipper, $1; 1 Major League, $4. These machines are f.o.b. Chickasha, Okla. All machines on location now. L. G. Powers, Chickasha, Okla.

FOR SALE—MILLS TYCOONS, $100.00; PAlookas, $100.00; Bally Bonus, $50.00; Daily Races, $60.00; Trojans, $25.00; Aces, $10.00; Stampede, $10.00; Mysterious Eye Dice, $20.00, and many others. Send for list. Terms, one-third cash with order. Rockport Novelty Co., Rockport, Texas.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

24 RECORD SELECTIVE GABELS, ATtractive streamline cabinets, Webster Pickup and Amplifier like new. Latest serial numbers. $124 each complete with records. Capitol Automatic Music Co., 460 W. 34th. St., New York City.

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket. 1c or 5c size. $1.00 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. $1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

WANTED: MILLS BLUE FRONTS, ANY amount, 5c, 10c or 25c. Badger Bay Company, Northwest's Largest Distributors, Green Bay, Wisconsin.

DE LUXE 46 AND TROJANS, $32.50 EACH. Percentage regulators for all slot machines, 75 cents each, $6 dozen. Write for used machine price list. Novelty Amusement Sales Co., 1531 North Carona, Colorado Springs, Colo.

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

FOR SALE OR TRADE—35 MILLS SINGLE J.P. Slots, all kinds, 10 ball and 1 shot marble machines. What have you? Want 50 Penny Packs, must be bargains and in good condition. P. O. Box 1346, Lubbock, Texas.

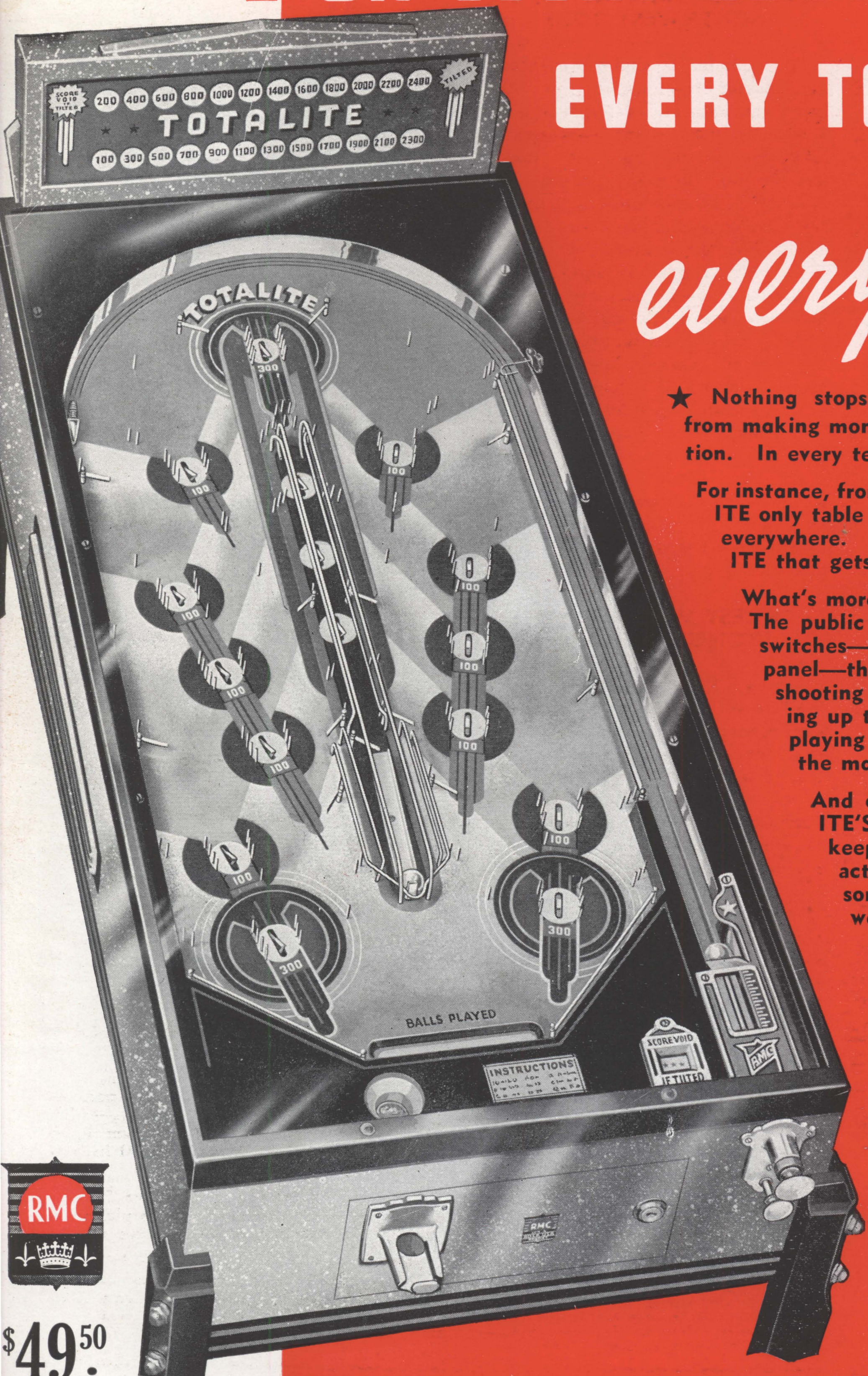
CASH PAID FOR MILLS AND JACKPOT Brownies, counter models, also floor model Deweys. State serial and condition. Rockport Novelty Co., Rockport, Texas.

OLD BOOKS WANTED. .WANTED—OLD Books, Newspapers, Pictures, Envelopes. High prices paid. Catalog free. Buden-Kaye Enterprises, Dept. C. X., Plymouth, Pa.

BALL GUM
ALL SIZES FLAVOR THRU and THRU PERFECTLY ROUND
Watta Polish
Protective Packing
AMERICAN CHEWING 128 Mt. Pleasant NEWARK N.J.

FOR EVERY LOCATION...IN EVERY TERRITORY

everywhere!


SCORE VOID IF TILTED
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TOTALITE
300
100
BALLS PLAYED
INSTRUCTIONS
SCORE VOID IF TILTED
RMC

★ Nothing stops TOTALITE from operating—and from making money! It's in everywhere. In any location. In every territory.

For instance, from Detroit comes the word: "TOTALITE only table out of 5 approved!" It's the same everywhere. All over the country—it's TOTALITE that gets in!

What's more it's TOTALITE that gets the play. The public is wild about the score-increasing switches—the magic score-totalling light-up panel—the exciting action of the special ball shooting over the elevated runway and steping up the score three times! And they're playing TOTALITE like no other table on the market.

And operators are cheering for TOTALITE'S new special cheat-proof score-keeping register. It shows them the exact number of winners and amounts—something operators have always wanted. Hop on the bandwagon.

Start placing TOTALITES NOW!

MANUFACTURED BY

ROCK-OLA MFG. CORPORATION

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Chicago, Illinois, U.S.A.

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Main Office—1200 Camp Street

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New Orleans, Louisiana
San Antonio, Texas
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Fort Worth, Texas
Wichita Falls, Texas
Memphis, Tennessee
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RMC

$49.50

Special Score-Keeping Register $5 Additional

TOTALITE!

with the SCORE-KEEPING REGISTER

. . . and the Queen shall have music wherever she goes

QUEEN MARY
ROCKOLA MULTI-SELECTOR M.V. "QUEEN MARY"
MILTO

What's more, the Queen can have the best there is in music—just as every music operator can have the best there is—with ROCKOLA MULTI-SELECTOR Phonographs! They can have the very finest tone quality ever reproduced by a musical instrument. Truly, music fit for a Sovereign!

ROCKOLA MULTI-SELECTOR Phonographs are famous for the true, mellow quality of their tone. Wherever they are played—aboard a mighty ocean liner, or in the smallest location—everyone within hearing immediately recognizes the perfection . . . the distinction . . . the superiority of these beautiful instruments.

Not only can the Queen have the best there is in music—but she can have her own choice of music. Just the touch of a dainty finger instantly selects any number on the program—and plays it to the Queen's taste!

It is indeed very fitting to compare the mighty Queen Mary—Mistress of the Seas—with the mighty ROCKOLA MULTI-SELECTOR—the greatest phonograph of them all! And it is a tribute to the fine judgment of the thousands of progressive operators who are placing ROCKOLA MULTI-SELECTORS in the most profitable music locations everywhere!

Distributed by
FISHER BROWN, 2702 Ross Avenue,
Dallas, Texas, and affiliated jobbers

ROCK-OLA MFG. CORP., 800-876 N. Kedzie Ave., Chicago, Illinois, U.S.A.

The ROCK-OLA MULTI-SELECTOR